

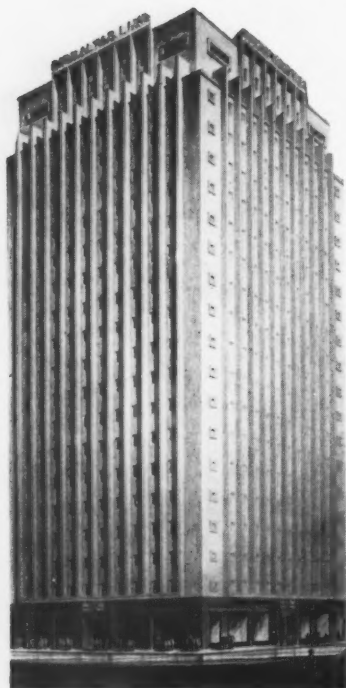
Dallas

JULY • 1951



Featherlite RISES ON THE DALLAS SKYLINE...

THREE NOTABLE ADDITIONS to the Dallas skyline, now under construction, are shown here as their architects picture them. FEATHERLITE Expanded Shale Aggregate is a part of all three ... chosen by men who KNOW Lightweight Concrete.



• ADOLPHUS HOTEL ADDITION (upper right). Henry C. Beck, contractor; Wyatt C. Hedrick, architect-engineer; FEATHERLITE concrete by DALLAS CONCRETE CO.

• CORRIGAN TOWER (lower right). J. W. Bateson, contractor; Wyatt C. Hedrick, architect-engineer; FEATHERLITE Concrete by WAMIX, Inc.

• GIBRALTAR LIFE INSURANCE CO. BLDG. (below). J. W. Bateson, contractor; Thomas, Jameson & Merrill, architects-engineers; FEATHERLITE Concrete by WAMIX, Inc.



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DALLAS • JULY, 1951

Established

1869 The Schoellkopf
Company

Manufacturers and
Wholesale Distributors

1872 Dallas Railway
& Terminal Co.

Street Railway

1872 Huey & Philp
Hardware Co.

Wholesale Hardware

1875 Dallas Transfer &
Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran

Insurance General Agents

1876 Fakes &
Company

Home Furnishings

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1890 William S.
Henson, Inc.

Advertising Printing



THE above sketch* illustrates the never-ending struggle between the horse and mud in Dallas three-quarters of a century ago. No ribbons of concrete radiated from Dallas in all directions and the overnight motor transport deliveries of today were not even dreamed of. The history and progress of local and overland transport in Dallas closely parallels the development of the Dallas Transfer and Terminal Warehouse Company which had its humble beginning in Dallas in 1875 with horse and mule-drawn vehicles. Today Dallas Transfer operates a huge fleet of modern mobile units including weather-proof vans and highway trucks. In addition it has modern warehousing facilities which, tied in with excellent rail and motor transport facilities, make Dallas the leading distribution center of the Southwest.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Fleming &
Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere
Plow Company

Agricultural Implements

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied
Lines, and Inland Marine
Insurance

1903 First Texas Chemi-
cal Mfg. Company

Pharmaceutical Manufacturers

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1907 Tennessee
Dairies, Inc.

Gold Seal Dairy Products

1911 W. W. Overton
& Co.

Food Brokers

1912 Stewart Office
Supply Company

Stationers—Office Outfitters

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

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Dallas

July • 1951

VOLUME 30

NUMBER 7

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, OF WHICH DALLAS IS THE SERVICE CENTER

HORACE AINSWORTH Editor
THOMAS J. McHALE . . . Advertising Manager
DIANE STAFFELBACH . . . Editorial Assistant

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Associated Industrial Editors;
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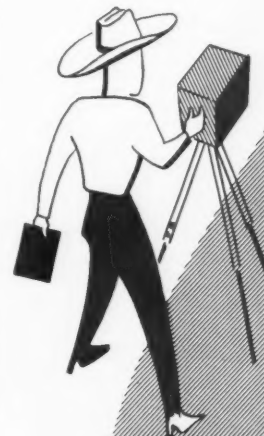
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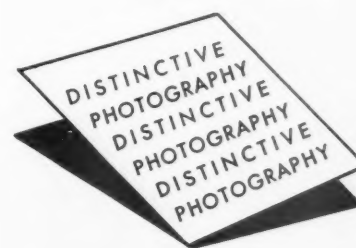


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GROWING

STATEMENT OF CONDITION

at the close of business June 30, 1951

ASSETS

Cash on Hand and Due from Banks	\$153,314,814.61
United States Securities Owned	90,328,075.36
State, County and Municipal Bonds	10,352,152.38
Stock in Federal Reserve Bank	720,000.00
Other Bonds	161,100.00
Loans and Discounts	178,713,807.17
Income Accrued	872,388.32
Letters of Credit and Acceptances	952,480.59
Banking House and Equipment	3,262,781.48
Other Assets	147,178.56
	<hr/>
	\$438,824,778.47

LIABILITIES

Capital Stock	\$12,000,000.00	
Surplus Fund	12,000,000.00	\$ 28,020,535.55
Undivided Profits	4,020,535.55	3,058,527.41
Reserved for Contingencies		2,760,742.49
Reserved for Taxes, Etc.		298,025.08
Interest Collected not Earned		952,480.59
Letters of Credit and Acceptances		

DEPOSITS

Individual	\$247,808,345.11	
Banks	143,427,167.42	\$403,734,467.35
U. S. Government	12,498,954.82	<hr/>
		\$438,824,778.47



FIRST NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

76th
Year of
Dependable
Personal
Service

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Congress and the Budget

THE responsibility of providing funds for the construction and maintenance of public works projects throughout the country is an annual recurrence in Congress, and at this writing the Appropriations Committee of the House has announced the sums to be allocated to each river and harbor and flood control project in the United States. The entire legislative process must now be repeated on the Senate side of the Capitol, after which time the difference in the House and Senate bills must be reconciled in conference before an agreed-upon measure is eventually sent to the White House.

Based on the recommendations of the House committee, however, it appears certain that substantial progress will continue to be made during the new fiscal year on the Trinity reservoirs near Fort Worth and Dallas. The committee recommended \$339,000 for Benbrook Reservoir, which is nearing completion; \$3,000,000 for Garza-Little Elm, which is the largest of the four now under construction and which will encompass present Lake Dallas; and \$1,200,000 for Lavon, which is also far advanced. No funds were sought in the bill for Grapevine, since economies effectuated by the Corps of Engineers in its construction have brought this project close to completion with money previously appropriated. Thus the great work of developing the Trinity River is still moving dramatically forward.

Despite these encouraging signs of continued progress, however, the bill as reported by the House committee is guilty of a noticeable omission in its failure to provide any funds for another vital project in the comprehensive Trinity system, the Dallas floodway. An impressive presentation in behalf of this project was made by a group of leading Dallas citi-

zens in hearings before the subcommittee, yet when the bill was subsequently reported no recommendation was included for the Dallas floodway. The reason for its exclusion was merely that the Bureau of the Budget had refused to incorporate it in the list of projects recommended.

It is an interesting fact that the exclusion of the Dallas floodway reflected no discrimination against the project on the part of the House committee, nor could it be said even to reflect a decision by the committee that the project was not fully meritorious. But there is a deeper significance involved in the circumstances surrounding its exclusion than would be the case if it were the victim of discrimination or if it had been adjudged unmeritorious. A suggestion of what that significance might be is contained in the fact that the bill as reported by the committee did not include a single river and harbor or flood control project throughout the country, regardless of merit, which did not bear a prior stamp of approval from the Bureau of the Budget. So the Dallas floodway project was in a lot of distinguished company, in any event, when it was "included out."

The political situation which has been developing in recent years with respect to this responsibility of Congress should be of some real concern, I think, not only to Texans but to all Americans who are interested in the development and control of the nation's water resources. It seems inescapably clear that power over public works projects has been flowing subtly but steadily during the past few years from the legislative to the executive branch of the Government, or more specifically from Congress to the Bureau of the Budget. Events spanning the past decade set this flow in motion, and it seems plainly defined today.

During World War II construction was understandably halted on public works projects, except on those essential to the war effort, with the result that a large backlog of authorized projects accumulated, awaiting the day when a normal public works program could be resumed.

When that time eventually came it was natural that work should first be resumed on those projects which had been well under way when the war halted construction, so the Administration, through the Bureau of the Budget, refused to recommend funds for any project on which construction had not actually begun.

This was at first a reasonable approach to an otherwise perplexing problem, but as one year succeeded another, and the Bureau of the Budget continued to adhere to that policy, it became evident that such a criterion was arbitrary and inflexible, and provided no fair opportunity for a project to be considered squarely on its merits—nor did it provide any opportunity for a normal development of river and harbor improvement in areas where economic progress and population growth made such development essential. It was, in other words, a static and rigid formula which became more untenable as each passing year brought change and vitality to a dynamic economy.

It was fortunate that in those years of the late 'forties Congress was only influenced but not bound by the Budget's recommendations, and it was occasionally possible for advocates of meritorious projects, through persistence and hard work, to secure appropriations for needed improvements regardless of artificial criteria; in fact, much of the progress flourishing on the Trinity today was brought into being under such circumstances. But in recent months a new and potent factor in the equation, the developing defense program, has served to fortify the Budget's resistance to an orderly development of the nation's water resources, and Congress is apparently becoming less disposed to exercise its independent judgment.

The obvious need for economy in non-essential expenditures is undeniable, and every government activity should bear the closest scrutiny; but that is not the issue here. The basic issue is whether an appointive bureau or the elected representatives of the people should determine matters of policy; and few business men would contend that an accountant or fiscal officer of a large corporation should determine the policy for the board of directors. In justice to the Budget it should be said that there is much less evidence of its seeking to usurp the authority of Congress than there is of Congress passively relinquishing its responsibilities through failure to exercise them. But in any case the trend is politically unwholesome, and Congress should exert the power it owns to arrest it.



DALE MILLER



TRUCKER BILL WILLIAMS picked up his pouch of freight bills, climbed into the cab of his tractor and eased his big frame under the steering wheel.

"Shove off," a jovial dispatcher motioned with mock ceremony as Bill released the brakes, shoved her into creep gear, and headed toward Shreveport through Dallas' early evening traffic.

Soon he was yodeling in boss gear, hitting every light just right, and at peace with the world.

Rested and alert and with tanks brimming with gas for the all-night drive, Bill felt like the captain of a ship. His rig was worth at least \$12,000, and his cargo nearly \$100,000. This, Bill mused, was probably more than the cost of Columbus' entire fleet when he shipped from Spain.

Around midnight he would have "lunch" at his favorite truck stop. The blonde there knew all the answers and the coffee was excellent. By daybreak he would be back in Dallas, without having exceeded the nine-hour continuous driving limit of the Interstate Commerce Commission.

Night after night, every day of the week — while Dallas sleeps — Bill, and hundreds of other drivers like him, carry the freight that is the lifeblood of commerce, and which keeps Dallas the distribution center of the Southwest.

A big part of the work of the motor freight industry—and perhaps its most

interesting part—is done while other industries sleep. About one-third of the employees of the business work at night — drivers, loaders, dispatchers, and clerks. Not to mention the owners who sit up a good part of every night with their problems.

Most freight companies operate with two shifts, both of which do some night work. The "day" shift comes on at 10 a.m. and works until 9 or 10 p.m. After a two-hour lull, the "night" shift arrives at midnight and stays until 9 or 10 a.m.

Working around the clock thus, the motor freight industry in a little over a quarter century has become one of Dallas' largest business operations, and an essential part of its transportation system.

The industry's great acceleration started just before World War II. Since the war it has more than doubled.

Millions have been poured into new terminal facilities in the last few years. Twelve new, large terminals have been built, starting with the Yellow Transit Terminal in 1946, the first new modern terminal in Dallas after the war.

And not only have the companies grown in size and number, but the amount of business done has increased enormously in the last decade.

Tilden Childs, district director of the ICC, recently compared the record of 10 general commodity carriers during the 10 years before, during, and after World War II. He found that gross revenues of

the 10 in 1940 was \$9,837,621. In 1950 these same carriers grossed \$36,833,865. Net revenue showed about the same ratio of increase.

Exact figures on the size of the industry in Dallas are difficult to obtain, and must be found by individual surveys among the various diverse elements which comprise the over-all picture.

One such survey was made on June 25 among 38 leading common carriers in Dallas. The survey revealed that the 38 companies employed 3,259 employees and paid them \$253,735 each week, for an annual payroll of \$13,194,220. They spent \$196,700 weekly in Dallas for supplies and equipment, or a total of \$10,228,400 yearly. This figure does not include the thousands of dollars invested in terminal facilities and other permanent capital assets.

Every 24 hours these 38 companies schedule 731 trucks in and out of Dallas, bringing in an average of 11,065,000 pounds of freight and taking out 16,253,000 pounds.

These figures are for common carriers—those with regular schedules on regular routes. But in addition, there is a vast section of the business which does not operate on regular schedules. There

are 51 important carriers of this type with home offices in Dallas.

For example, domiciled in Dallas are 13 regular motor freight carriers handling general commodities over the state. Twenty heavy haulers are engaged in transporting oil field materials, contractors equipment, and cumbersome commodities. There are six carriers of household goods, six regular passenger carriers, one automobile and two gasoline transporters, and three other specialized haulers including one engaged in nationwide transportation of frozen foods.

As important as all this is to the general prosperity of Dallas, it is even more vital to the Dallas wholesaler and the Texas retailer. In this field truck transportation has brought about an entirely new method of doing business.

Where a store buyer once ordered large quantities of merchandise months in advance, he now buys in smaller lots, carries less inventory, and buys more often. If he is within 350 miles of Dallas he can have his merchandise overnight. No matter where he is in the Southwest he can have his merchandise the second morning.

Thus, low inventory and rapid turnover have become the new merchandising order of the day.

Dallas trucking serves hundreds of communities with no other form of transportation, which has helped spark the development of rural communities and contributed to the dispersal of industry. These communities are dependent on motor transportation to bring them the things which their residents and merchants buy and sell.

Take away motor transport and thousands of residents of these cities would have to travel far with their own transportation to get what they need. Literally they live by wheels—Dallas on wheels.

Still more significant is the role of the trucking industry in the indivisible transportation system of the state. Trucks and highways provide necessary flexibility. No matter what other form of transportation is used, a truck gets into the picture somewhere.

A cold recital of facts about size and growth fails to reveal the most interesting aspects of the business. These are the people in Dallas motor freight companies—stimulating, friendly folk, many of whom started as drivers.

Driving is still the most colorful phase, and drivers still the most colorful people.

A trucker is a statesman and a professional man. He is a statesman because

NIGHTTIME LOADING DOCK OPERATIONS keep one-third of Dallas' trucking industry employees working after sundown. The Strickland Trans-

portation Company operation shown below illustrates the volume of motor transportation that keeps Dallas the distribution capital of the Southwest.



TEXAS

NEW MEXICO

OKLA.

KANSAS

MO.

COLORADO

ARKANSAS

LA.



THE GAS PUMP is an important source of taxes for Texas, with the trucking industry supplying a king-size share of the money. At Thomas Motor

Freight, Inc., W. M. Martin, right, fills the tank, while Kenneth Barton checks a rear tire just before leaving with an all-night load.

the first two words of his vocabulary are courtesy and service, and a professional man because it takes a long period of training to make him capable of handling his business. Like most professional men, he is well paid for his work.

He must have good vision, fast reaction time, strength, and stamina. He must be conscientious, reliable, and skilled in handling a big piece of equipment.

These are the men we take for granted on the highway. We cuss their trucks when actually for our own prosperity it is probably more important for them to be on the highway at the time than for us to be there.

Safety, driver selection, and training are the year-around concern of every motor freight company. As a result of special training and studies they are required to make, truck drivers have made great contributions to traffic safety and have enabled the industry to compile an enviable highway safety record.

Hundreds of truck operators working out of Dallas have been driving for years — rolling up records of hundreds of thousands of miles — without ever denting a fender or being involved in any kind of traffic accident.

A broad program designed to bring about further improvements was out-

lined by the motor transport men at their annual convention at San Antonio last May. They pledged themselves not only to work for strict law observance, but to preach and practice safety and courtesy on the highways.

The accounts of good deeds — and even heroism — of these drivers on the road seldom reach public attention because of the natural modesty of the clan, and partly because of the indifference and ingratitude of a large part of the general motoring public. But a few stories do reach the public prints. For example, the Marshall News Messenger on June 11 stated:

BUILDING AND RECONDITIONING trucking equipment gives Dallas full line motor freight service. Operators can have their trucks designed as they choose and converted on the spot with Dallas' complete facilities. Below at the Ashton-Richards Company of Texas, Hayte Logan, center, and Bill Hughes, right, install insulation for a trailer, while Thomas B. Hughes, at rear, works on a new door.



INSPECTING A NEW TRUCK, below, at the Trinity Motor Truck Division of Hillyer-Gebauer GMC Truck, Inc., are L. W. Hillyer, left, manager, showing a new truck to K. L. Strickland.



"Several Marshall residents were returning to the city in the torrent of rain which besieged the area about 2:15 p.m. Sunday. They found a forest giant blocking traffic. Efforts to remove it were futile. They faced hours of delay. A powerful, dual-wheeled motor van of East Texas Motor Freight gently eased the huge tree from the highway and cleared traffic within a matter of minutes."

The item stated that motorists were unable to obtain the name of the driver.

Sometimes motor freight drivers give their lives to protect careless motorists.

Driving his gasoline truck trailer last December along Highway 281, J. W. Cave approached the Kingsville cut-off. Two vehicles approached from the opposite direction. As they neared, a woman with several children in the second car attempted to pass the car in front. But there was not time nor room. She hit her brakes and began skidding.

With but seconds between her and the truck, Cave swerved his rig off the highway. He cleared the car and pulled his tractor back on the road. But the dry, soft gravel gave way, and his trailer swung into a concrete drainage culvert.

Cave was thrown into the pool of burning gasoline. Motorists pulled him out, but the burns were deep. Two days later he died. Posthumously he received the Texas Motor Transport Association's driver-of-the-month award.

The jargon which drivers use matches their own colorful personalities. For example, a "rig" is a combination tractor and semi or full trailer. High gear is the "yodeling" or "whistling" gear be-

Motor Transportation paid the state more than \$62,000,000 in road user taxes last year. Thus the industry not only pays for the highways it uses, but actually pays enough more so that our state highway department can build thousands of miles of local farm to market roads.

The trucking industry of Texas issues the paychecks upon which 1,368,000 citizens of the state depend for their livelihood.

1,778 Texas Communities depend entirely on motor transport for their supplies and for the shipment of their products. These communities, many of them in West Texas, would dry up without truck service. Some of them are rather large towns; some are county seats.

In fact, no matter where you live, everything you eat, wear, use, or buy must at one time or another be carried by motor truck. If you've got it, a truck brought it.

cause it sings when the rig is moving fast. Low gear is "down in the kitchen" or "creeper" or "growler." A tractor with extra strong rear springs is a "kidney buster."

A tractor without a trailer is "bare-backing" or "bobtailing." Nitroglycerine trucks are "boom wagons"; livestock trucks, "bull haulers"; and poultry trucks, "cackle crates."

The trucking industry is continually searching for ways to improve the efficiency and economy of its operation. The new terminals which have been built in Dallas since the war have incorporated the highest degree of planning for efficiency.

At every terminal carriers have adopted mechanical freight handling methods, including mechanical lift trucks. Experiments are being conducted with continuous chain towing systems which transport freight in a circular pattern around the dock from pickup to

outbound truck, and from inbound to delivery truck.

Roller conveyors are used for loading and unloading certain types of freight. Trucks with power lift gates are used for handling heavier articles.

Looking ahead, the motor freight industry in Dallas appears to be in for continued expansion. It has not yet been faced with serious equipment shortages. In the event of further mobilization, however, it will doubtless experience manpower shortages.

Increased costs have become a serious problem. The price of everything has risen substantially. Operators are having to watch their overhead more closely than ever before.

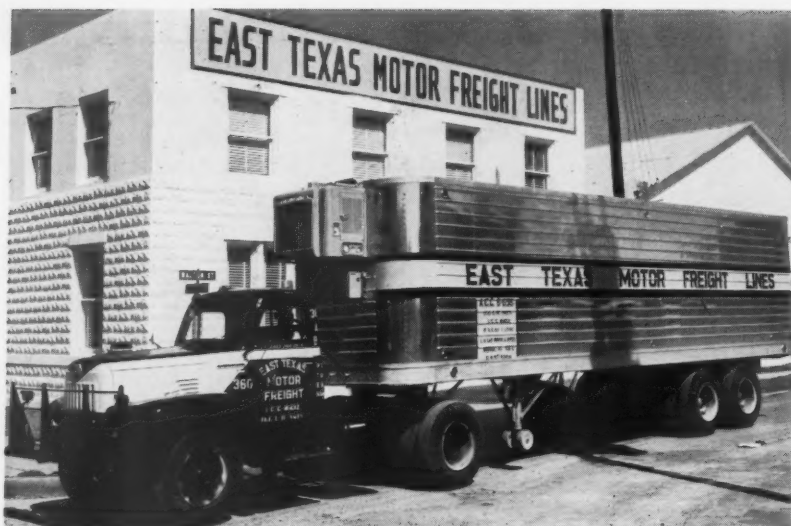
In general the industry is geared to do a job during peace or any emergency, and there is every reason to believe that the future will bring even greater growth and progress to the motor freight industry of Dallas.

TRUCK SERVICE by Dallas' automotive companies gives motor freight companies immediate repair service at their doorstep. Below, Bill Kennedy, right, manager of the new truck department at Downtown Motors, explains a special oil field winch attachment to Checkers Clayton, service manager.



ALTERATIONS on heavy freight equipment save truck operators thousands of dollars annually. Below, J. D. Crawford, left, and R. G. Henry of E. G. Boyd Trailer Company change a single-action truck to a tandem trailer. The trucking industry is continually searching for improvements.





AIR-CONDITIONED VANS resist Texas' summer heat and insure freshness and safety. The trailer illustrated above at the East Texas Motor Freight Company is typical of the new, modern equipment based in Dallas.



FREIGHT BILLS and shipping instructions go to Driver S. H. Lynch, who gets his order packet from E. I. Johnson and C. E. Collins.

Dallas Gives Carriers 'Extra' Service Features

BEHIND the motor freight companies of Dallas are many supplementary activities necessary for greater efficiency and economy of highway operations. These include rate publishing associations, bill collecting services, specialized insurance companies, and agencies which help in proper description and packaging of freight. Dallas is the home of at least one of each type of service.

The Southwestern Motor Freight Bureau is the rate publishing agency for common carriers in Arkansas, Louisiana, New Mexico, Oklahoma, and Texas. Pro-

posed changes in rates are distributed to carriers, members of chambers of commerce, and shipper associations who attend monthly meetings and review the changes. Changes adopted are filed with the I.C.C. and become the carriers' price lists.

The motor carriers in an effort to relieve themselves of the tremendous task of collecting their revenue have organized and are now operating their own

clearing house for collecting freight bills.

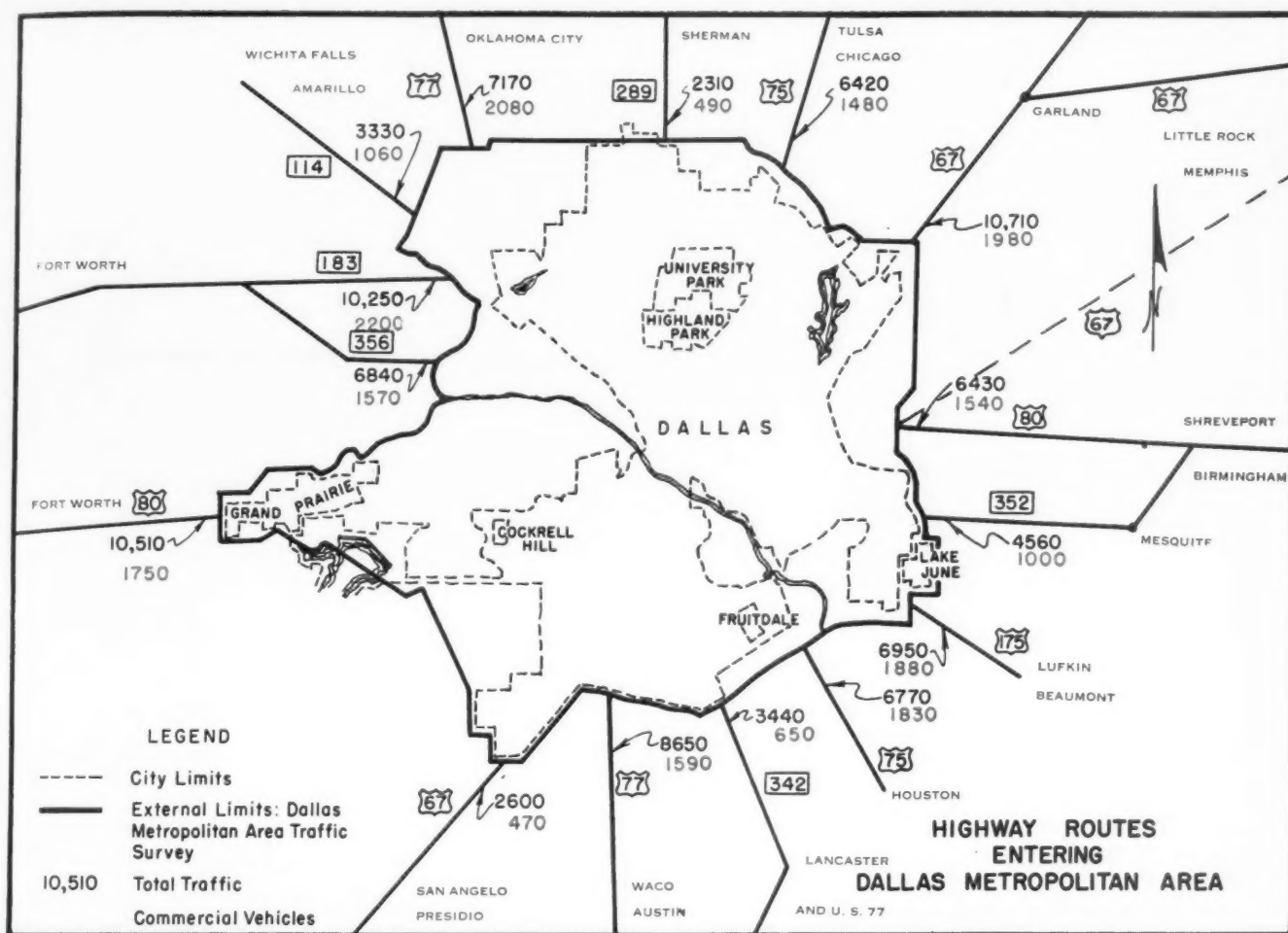
Transport Clearings, Inc., started on January 10, 1951, with offices at 2012 North Field Street. The present Clearing House consists of 22 employees. The Clearing House has processed 478,232 bills for \$3,454,610.45 during their operating period.

In years gone by the industry has had difficulty obtaining adequate insurance at reasonable rates because few insurance companies are interested in insuring long haul trucking operations.

To remedy this, Transport Insurance Company of Dallas was formed on September 15, 1950. Owned entirely by members of the industry, the company has developed an annual premium income in excess of \$1,000,000.

LOADING OPERATIONS require speed and care in handling. Below, C. E. Hanson, left, and A. Reznicek, operate mechanical loading equipment at Southern Express, Inc. At right, M. H. Houston, left, Leonard Recer, center, and T. J. Daniels load a truck manually at Best Motor Lines.





JULY TRAFFIC SURVEY, made especially for "Dallas" by the State Highway Department, shows average daily highway traffic over the major Dallas arteries.

The dotted line at right is the new route of U. S. 67, opened to traffic the first of July. The former route of U. S. 67 is being re-designated as a state highway.

Summer Highway Developments

By Joseph Sterne

DALLAS has a skeleton in the closet. Like most skeletons this specimen has a few splintered ribs, a cracked cranium, a twisted metacarpus, and other defects major and minor. With an overhaul and some patching work, Dallas' skeleton could be hauled out of the closet and displayed proudly in the open, even in the tub thumping department along with the State Fair, Dallas fashions, and the industrial might of the city.

"Matter of fact," says T. E. Huffman, manager of the Chamber of Commerce's highway department, "Dallas has just about the best skeleton of any city or

county in the country I know of." Mr. Huffman, of course, is talking up his specialty—highways. He's got his eye on a map of Dallas that shows more than a dozen important ribbons of asphalt and concrete radiating to all parts of the compass.

Over these roads come passenger cars carrying the visitors and the newcomers, the salesmen and the buyers, New Yorkers, Chicagoans, Californians—and Dallasites. Over these roads come pick-up trucks and semi-trailers carrying milk and sandpaper, toothpicks and mink coats, steel pipe and cleansing tissues. This endless stream of traffic, unfortunately, gets churned and bumped and

bounced as it rides along Dallas' skeleton outline of transportation potential. That most other cities also are years behind in their major highway building programs is no reason why Dallas' skeleton must or will remain indefinitely in the closet.

An important step in bringing Dallas' arterial highway system abreast of the age of huge trucks and wide, fast automobiles was taken early this month with the opening of a new four-lane U. S. Route 67 heading out the northeast section of the city toward Texarkana, Little Rock, and Memphis. The new road branches out from U. S. Route 80 near Pemberton Hill Road in Dallas and con-

(Continued on Page 19)



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*Ford is the only Automobile
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and Trucks in Texas*

ALL THE FORDS made are not built in Detroit. There are plenty of them built right here in Texas—last year over 128 million dollars worth of cars, trucks, parts and products were made at Ford's Dallas Assembly Plant. What's more, 1,722 Texans put them together or followed through with their consignment to dealers in the Dallas, Houston, Oklahoma City and New Orleans Sales Districts.

The folks who work in Ford's Dallas Assembly Plant and District Sales Offices earn over \$7,000,000 every year. They spend it mostly in Texas. Texas benefits from Ford in other ways, too. For example: during 1950 Ford bought over \$1,000,000's worth

of material and supplies from Texas merchants and manufacturers and paid over \$7,500,000 for incoming and outgoing transportation. Then, too, there is a total of over \$148,000 paid by Ford in local and State taxes.

Yes, Texas is building a lot of cars and trucks for Ford . . . and in the process Ford is helping to build Texas, too!

WHEN YOU BUY FOR THE FUTURE—BUY FORD

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F.D.A.F.

FORD DEALERS OF DALLAS DISTRICT



J. BEN CRITZ

Ben Critz Completes 21 Years at Chamber

DALLAS' "bright young man" who was successively the youngest president of the Dallas Cotton Exchange, mayor of Highland Park, and manager of the Dallas Chamber of Commerce has "come of age."

J. Ben Critz this month completes his twenty-first year of city building as vice president and general manager of the Chamber.

"Ben has 'come of age,'" as Dechard A. Hulcy put it when he complimented Mr. Critz in a talk before the Southwest Chamber of Commerce Institute, July 15, the date of Mr. Critz's anniversary.

The institute itself is something that Mr. Critz began under the sponsorship of the Dallas Chamber 18 years ago.

To become Chamber manager, Ben Critz resigned his office as mayor of Highland Park, an office he won in the most spirited election the suburban city had ever witnessed. He had been drafted for re-election, with promises that there would be no opposition candidate.

But he wanted to move downtown.

On that hot July day in 1930 when Mr. Critz took office—with the depression era breathing down his neck—his first official act was to take off his coat and roll up his sleeves, a Dallas newspaper reported.

His willingness to work carried Dallas through the "hard times" as one of

America's least-depleted cities. In fact, in 1931, five new skyscrapers climbed the Dallas sky, giving the city the Tower Petroleum Building, the Republic Bank Annex, the Y.M.C.A. Building, the Dallas Power and Light Building, and the Dallas Gas Company Building. The total cost was \$6,000,000.

At the end of Mr. Critz's first year as Chamber manager, he had reduced the cost of operating his organization by 12 per cent, yet had added 25 per cent more activities to the Chamber's schedule. Population had increased 7,000. Nearly 1,100 new businesses had moved to Dallas, outstripping the peak year of "Industrial Dallas" with 778 in 1930.

And with the coming of the \$7,000,000 Continental Supply Company, oil well equipment firm, and the multi-million dollar Oil Well Supply Company, the largest well machinery builders in the world, Dallas became the oil capital of the world.

"A great deal of credit is due the Chamber of Commerce in their advertising and work to make Dallas the oil capital of the world," Porter Lindsley said in a newspaper quote.

Today, with architect's drawings just completed, Mr. Critz is planning for expansion of the Chamber—to keep selling Dallas' still-new "possibilities and potentialities."

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Mustang Football Coming Up

By Lester Jordan

DICK HIGHTOWER



COTTON BOWL FOOTBALL drew record-breaking crowds in 1950. On one day, October 14, more than 150,000 people saw top-flight football in a gigantic Cotton Bowl double header: Texas vs. Oklahoma in the afternoon, and Southern Methodist vs. Oklahoma A. & M. at night.

WHAT may the fans of Dallas and the Southwest expect of the Southern Methodist University football team this fall?

Back in 1947 the Mustangs went through an undefeated season, brought the Southwest Conference championship to Dallas, and tied Penn State in the Cotton Bowl Classic. In 1948 the Ponies repeated as conference champions and then defeated the University of Oregon in the New Year's Day game.

The 1949 SMU eleven achieved more recognition than its two immediate predecessors by playing a thriller with the undefeated Notre Dame squad. This game was filled with such dramatic action that it ranks with the greatest contests of all time.

Last year's SMU team captured the imagination and interest of the entire country by intersectional victories over Georgia Tech, Ohio State, Missouri, and Oklahoma A&M, conquests that placed the Mustangs in the No. 1 position of the nation after their 42-to-21 triumph over Rice Institute. Losses in the second half of the season caused the Ponies to finish low in the conference race, but not until after they had achieved national recognition.

Although no one connected with the sport at SMU will make any predictions about the 1951 squad, followers of the Mustangs are confident that the Ponies again will play an exciting type of football that will keep the fans interested from the opening whistle to the closing gun.

An intersectional schedule that includes Georgia Tech, Ohio State, Missouri, and Notre Dame will keep the Ponies in the spotlight the first month

of the campaign, and then will come the tough Southwest Conference contests with Rice, Texas, Texas A&M, Arkansas, Baylor, and TCU being played in succession.

Several problems must be solved by Coach H. N. Russell and his assistants—J. M. Keaton, Herman Cowley, Herman Morgan, Tom Dean, Clinton McClain, and E. O. Hayes—before the Mustangs are ready to tackle such opposition.

Offensively the Ponies have seven regulars returning from the 1950 team that averaged more than twenty-five points a game against 10 of the toughest teams in the country. The missing offensive regulars are Kyle Rote, All-America back who led the Mustangs in rushing with 762 yards, in kickoff returns with 336 yards, and in scoring with 78 points; Johnny Champion, who caught 31 passes for 454 yards and averaged 4.5 yards each time he carried the ball; and Co-captain Bob Collier and Jim Marion, tackles.

Returning offensive regulars are Jimmy Hawn and Ben White, ends; Ike Robb and Herschel Forester, guards; Dick Hightower, center; and Pat Knight and H. N. Russell, Jr., backs.

Defensive regulars returning include Pat Knight and Bill Rippey, ends; Dick Hightower, center; Gene Roberts, safety; Val Joe Walker, left half; and I. D. Russell, fullback. The task facing the coaches is to find replacements for Ray Cleckler, right half; Charles Perry, left tackle; Neal Franklin, right tackle; Bob Vann, left guard; and Charles Chambers, right guard.

Because of the lack of depth of experienced material it is likely that several of the returning regulars in addition to



Hightower and Knight will be used both offensively and defensively. H. Forester likely will be seen at tackle on defense and Walker and Roberts are due to see service on offense frequently.

Other lettermen who will be seeking starting berths this fall include Dave Powell and Bob Hooks, ends; Buford Partee, Wayne Ligon, and Harry Dean, tackles; Ralph Hendrickson and Hal Hendrickson and Hal Quinn, guards; Bill Forester, Benton Musselwhite, and Henry Stollenwerck, backs. Fred Benners, a two-letterman who completed 109 passes in 108 minutes in 1950, will be used as a specialist again.

Others who are expected to break into the line-up frequently include Mack Tunnell, Jack Gunlock, and Alex Litowkin, ends; Jerry Clem, Lou Miller, Bob Cadwallader, Jim Landers, and Bill Crawford, tackles; Darrell Lafitte, Earl Walden, Dave Riley, and Paul Turk, guards; Bill Fox, center; Bill Crisler, Jerry Norton, Gene Gillis, Gayle Mills, Don Miller, and Al Hansen, backs.

In addition to these players about 20 others will report for fall training on September 1 eager to make the traveling squad by the time the Methodists leave for their opening game with Georgia Tech in Atlanta.

Individually these Mustangs will be forced to play at a fast clip if they are to equal the record amassed by their predecessors. In the post-war era Kyle Rote has scored the most touchdowns during a regular season, having accounted for 12 in 1949 and 13 in 1950.

Bill Sullivan leads the group in points after touchdown with 29 kicked in 1950. He is followed by Doak Walker, who sent 22 placements between the uprights in 1948.

Kyle Rote also leads in rushing, having gained 777 yards during his junior year. Walker gained 684 yards in 1947 when he was a sophomore. Paul Page led the Mustangs in rushing in 1945 and 1946, Walker for the next two years, and Rote for 1949 and 1950.

Fred Benners' total of 1,361 yards gained passing in 1950 is tops in this field, and he is followed by Gil Johnson, whose passes gained 1,026 yards in 1948. Other post-war leaders in this phase of the game were Walker and Frank Payne.

The elongated Benners also leads in the number of passes completed in a season as he tossed 109 successful heaves in 1950, 31 more than Johnson completed in 1948. Johnson and Benners are tied for the number of touchdown passes thrown in a season as each is credited with nine.

Walker is in first position in yards gained on kick-off returns as he brought the ball back 379 yards in 1947, and Rote is second with 336 yards in 1950. Page led in this division in 1946 and Howard Maley was first in 1945.

Johnny Champion, speedy little half-back, and Gene Wilson, an all-conference end in 1946, are tied in number of passes caught. Wilson nabbed 31 in 1945 and Champion caught the same number last year. Other leaders in this field included



HERSCHEL FORESTER

Rote, Raleigh Blakely, Zohn Milam, and Sid Halliday.

Ben White leads in the yardage gained on passes caught as he netted 468 yards in 1950. Other yearly leaders included Walker, Wilson, Milam, and Dick Rein-king.

PAT KNIGHT



S.M.U. Football Ticket applications for the 1951 season will be accepted beginning August 1. All orders should be addressed to Ticket Office, Athletic Department, Southern Methodist University, Dallas 5, Texas. A long envelope, self-addressed and stamped, or 25-cent mailing fee should be enclosed with each order. Season ticket orders will be filled before single game orders. All tickets will be mailed by September 1. Persons ordering single-game tickets for the Texas and Notre Dame contests are asked to send separate check for each pair of tickets ordered. Checks will be returned for orders or parts of orders that cannot be filled.

The Schedule with prices follows:

Sept. 22	Georgia Tech at Atlanta	\$ 4.30
Sept. 29	Ohio State at Columbus	3.50
Oct. 6 (Night)	Missouri at Cotton Bowl	3.70*
Oct. 13	Notre Dame at South Bend	4.80
Oct. 20 (Night)	Rice Institute at Cotton Bowl	3.70*
Nov. 3	Texas at Cotton Bowl	3.60
Nov. 10	Texas A&M at College Station	3.60
Nov. 17	Arkansas at Cotton Bowl	3.60
Nov. 24	Baylor at Waco	3.60
Dec. 1	TCU at Fort Worth	3.60
	Season Ticket (4 Home Games)	14.60

*Includes admittance to State Fair.

Republic National Bank of Dallas

Statement of Condition, June 30, 1951

RESOURCES

Cash and Due from Banks	\$131,305,764.74
U. S. Government Securities	70,703,265.43
State, Municipal and Other Securities	6,881,194.55
Stock in Federal Reserve Bank	1,095,000.00
Loans and Discounts	217,692,215.35
Real Estate — New Building and Equipment	3,199,711.01
Acceptances — Customers Account	742,683.13
TOTAL	\$431,619,834.21

LIABILITIES

Capital	\$ 18,000,000.00	
Surplus	18,500,000.00	
Undivided Profits	4,233,865.42	40,733,865.42
Reserve for Contingencies		3,534,195.42
Reserve for Taxes, Etc.		2,336,891.74
Acceptances — Customers Account		742,683.13
Deposits:		
Individual	253,902,333.17	
Banks	116,501,202.74	
U. S. Government	13,868,662.59	384,272,198.50
TOTAL	\$431,619,834.21	

★ ★ ★

The assets of the Republic National Company, including its capital stock of \$3,000,000, are not included in above statement. The Company owns controlling stock in the following banks located in Greater Dallas, all affiliated with the Republic National Bank:

FAIR PARK NATIONAL BANK	LAKEWOOD STATE BANK
GREENVILLE AVENUE STATE BANK	NATIONAL CITY BANK
HIGHLAND PARK STATE BANK	OAK CLIFF BANK & TRUST CO.
OAK LAWN NATIONAL BANK	

**Deposits of the Republic National Bank and
Affiliated Banks aggregate \$478,053,408.85**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



HIGHWAY PASSENGER TRAVEL requires 140 daily schedules from the Dallas Greyhound Terminal pictured above, where an average of 5,000 passengers enter and leave Dallas daily. An around-the-clock operation,

the busiest period in the schedule is around 3:45 a.m. Greyhound has 440 Dallas employees. The terminal above was constructed in 1945 at Commerce and Lamar.

New Highways

(Continued from Page 13)

tinues a little beyond Rockwall, only a county away.

But what happens beyond Rockwall? "Nothing but a narrow, winding country road," replies a design engineer for the Dallas District 18 of the Texas State Highway Department. "The stretch to Rockwall certainly is a help. We should have more like that. But it represents only a small part of the journey for long-haul truckers."

Authority has just been established

through the highway commission for the ultimate development of U. S. Highway 67 from a point east of Greenville to Dallas as an expressway type highway.

Other projects are in the making. Route 78 running north of Garland will be widened and improved. Route 183 between Dallas and Fort Worth, already a four-lane highway in Tarrant County, will be widened to four lanes all the way to Dallas. Still in preliminary stages are plans for a Dallas-Fort Worth Expressway to handle a good part of the tremendous traffic burden between the two cities.

DIRECTING TRUCK TRAFFIC poses a major problem for any large city. In Dallas transfer docks are sprouting up along the city's outer industrial developments to cut freight loads to a size small enough for downtown unloading. The trucking industry is backing traffic safety and anti-congestion moves by the city. Signalling in a load above is M. G. Huffhine, manager of the Dallas terminal of the Chief Line. Joe Brack is at the wheel.



Inside the city, the planners are at work. Central Expressway continues to creep further south. A location for an east-west expressway in the city has just been determined. According to Lloyd Braff, Dallas Traffic Engineer, the city's major thoroughfare plan calling for a gridwork of major avenues a mile apart at the most is being expanded in line with the explosive growth of the city. The two loops that circle the city and help truckers change highways before they reach Dallas proper are also due for improvement. Loop 12, the inner ring, has a southern gap under construction that will make it complete. About three-fourths of Loop 12 is four-lane highway. The remaining soon will be. Belt Line Road, 92-mile-long outer loop, is only two lanes at present. But, says the Dallas County Engineering Department, the crowded loop road will be four lanes wide within three or four years. Truckers say Dallas should be proud of its loop roads. Not many cities have such easy transfer points so far from downtown hubs.

The most gaping cracks in Dallas' highway skeleton are Route 80 going east and Route 75 shooting out both north and south of the city.

Route 80 is the city's Number One road to Shreveport, Birmingham, and many Southeastern states. A State Highway Department official sums up its condition with one word: Deplorable.

For five or six miles out of Dallas the road is thirty feet wide—a bare three lanes. (Highway men say a modern lane should be 11 to 12 feet wide.) Then Route 80 becomes only 18 feet wide. It

(Continued on Page 60)



A CORDIAL WELCOME is extended to General Douglas MacArthur by W. W. Overton, a member of the reception committee that met the general and his family at Love Field.

By Diane Staffelbach

THE FOURTH OF JULY, New Year's, and the Oklahoma-Texas football game all rolled into one—that's what it seemed like when General Douglas MacArthur flew into Dallas on June 15.

Dallas had talked about almost nothing else for weeks, and on the morning of MacArthur Day in Dallas you could feel a tense expectancy in the air. By noon the excitement had worked itself to a feverish pitch, and business houses, large and small, closed for the afternoon so their employees could see the big show.

And a big show it was—a five-star production.

Waves of sound bounced off the buildings downtown as the MacArthur parade cars swung into view. Confetti and paper

poured out of the windows of downtown office buildings until General MacArthur, his wife, and the escorting police officers were covered with it.

People threw rice and cornmeal. And they yelled. Newspapermen who have traveled with the general through his Texas trip said it was the noisiest crowd anywhere. Dallas saw General MacArthur and loved him, and it was telling him so.

At Love Field, where the general's chartered plane landed at 3:50 p.m., a crowd of 15,000 to 20,000 was packed in back of the ramps, on the observation platform, and on Lemmon Avenue. Some of them waited four hours in the hot summer sun for the MacArthurs to arrive, so they would be sure to see them.

When he stepped from his plane, he



ROSES FOR MRS. MACARTHUR were presented by Mrs. Wilfred F. Waters, chairman of the ladies reception committee.

★
FIVE-STAR
★ ★
WELCOME
★ ★

was greeted by L. H. True, chairman of the Dallas reception committee, who introduced Mayor J. B. Adoue, Jr., and John W. Carpenter, president of the Chamber of Commerce. Then other members of the reception committee, including Federal Judges T. Whitfield Davidson and William Hawley Atwell, came forward to introduce themselves.

Young Arthur MacArthur was given a special gift from Dallas when Capt. M. T. (Lone Wolf) Gonzauillas of the Texas Rangers presented to him a huge, pearl-handled, .45-caliber Colt revolver. The pistol was inscribed "To Arthur MacArthur, from friends of his father."

General MacArthur shook hands with the chairmen of the various subcommittees who had worked long and hard to



DALLAS' GIFT to Arthur was a pearl handled Colt revolver, presented by Texas Ranger M. T. (Lone Wolf) Gonzaulas.



MICROPHONES took General MacArthur's Cotton Bowl speech to thousands of people in Dallas, Texas, and the nation.



GENERAL MACARTHUR and Mayor J. B. Adoue, Jr., make their way through the crowd to the Hotel Adolphus.

plan his visit here, then posed for photographers for nearly 10 minutes.

Finally the general, Mayor Adoue, and General Courtney Whitney (MacArthur's aide) stepped into their silver convertible, and the parade began. Mrs. MacArthur, Mrs. Adoue, and Arthur were in the next car, and a third convertible brought Mr. Carpenter and T. E. Jackson, president of the Dallas Citizens Council.

Street decorations of flags, bunting, and big portraits of General MacArthur emphasized the holiday mood, and the general and his family received deafening ovations all along the parade route. The car cavalcade eventually reached its destination at the Hotel Adolphus, where the visitors were to spend the night, and the crowd dispersed, satisfied that they had seen the general at last.

That night a crowd of 30,000 attended the Cotton Bowl, many for a second glance at the general, to hear his brief speech. They cheered when his car entered the bowl, as it passed by the individual sections, when he stopped to shake hands with a group of Gold Star mothers, and when he greeted his old comrades of World War I's Rainbow Division.

Inspecting the honor guard, General MacArthur told its commanding officer, Commissioned Warrant Officer Benjamin Baldwin, that it was one of the finest he had ever seen. And he congratulated Inspector Flay Nelson on his police protection.

And then the colorful ceremony, impressive in its simplicity, began. After the invocation was given by Dr. W. A. Criswell, Mayor Adoue extended to the general and his family a welcome to Dallas. J. Woodall Rodgers, general chairman of arrangements, introduced Mrs.

MacArthur and young Arthur; then the audience rose as the American Legion band struck up "The Eyes of Texas." An ovation followed, and General MacArthur smiled happily and waved his thanks to the crowd.

Mr. Rodgers then introduced the general, and they cheered him this time for a full minute. Fifteen times during his speech of approximately 850 words, his Cotton Bowl listeners interrupted General MacArthur with applause.

Immaculate in fresh khakis, the general wore no decorations at all; the five stars of his rank were grouped on his shoulder. In reply to the applause of

Dallas' citizens, he courteously smiled and gave the familiar wave of his hand. And to his audience he remarked, "I should be unworthy indeed, did I take it to myself as a personal tribute."

Following the general's address, Mr. Carpenter presented Dallas' gift to General MacArthur and his family, a seven-piece silver service. The benediction was pronounced by Dr. David Lefkowitz, rabbi emeritus of Temple Emanu-El.

The next morning, the MacArthur family paid a brief visit to members of the Texas Press Association. More than 350 of Texas' top newspaper officials gave the general a rousing welcome.

400,000 PEOPLE thronged to the downtown Dallas business district to see the parade, giving General MacArthur the biggest welcome Dallas has ever accorded a visitor.





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INSPECTIONS, COMMITMENTS on
CONVENTIONAL LOANS IN 24 HOURS



THERE'S ALWAYS A CROWD at the grounds of the National Skeet Shooting Association's permanent national home adjoining the Dallas Gun Club during the national championship tournament.

By George White

DALLAS' most unique and most action-packed convention will be in session here next month.

That's the fourteenth championship tournament, August 5-11, of the National Skeet Shooting Association, a worldwide organization that boasts active club and individual memberships that skirt the globe from New York to Honolulu and on through Japan and Germany and back to the states. Canada, Cuba, and Puerto Rico are included in the belt.

This will be the site of the nationals, which in reality is the world's series of this important segment of the shotgun sport, for the third straight year because Dallas now is the permanent national home of skeet. A little more than two years ago the organization, encouraged by certain inducements offered by the Dallas Gun Club and assurances of cooperation by the city's business interests, selected a site adjacent to the Dallas Gun Club some 14 miles north of down-

town Dallas on Webb's Chapel Road as the place where it would settle. This meant that Dallas would—and has—become the central control point for the sport all over the world and that the nationals would be conducted here annually.

Previously, the big show had been shifted from city to city—Cleveland, St. Louis, Tulsa, San Francisco, Syracuse, Indianapolis, and Las Vegas. Under this arrangement only temporary facilities could be provided, and they were not always the best. Far-sighted officers and directors visualized a greater growth and a more stable organization by "lighting somewhere" as its counterpart in the shotgun game, the American Trapshooting Association, had done at Vandalia, Ohio.

The human dynamo who engineered the move and who is known as "Mr. Skeet" in his capacity as general manager and secretary-treasurer of the

SHOOT-OFFS for a championship at the National Skeet Tournament in Dallas are colorful events.



Skeet Shoot



MRS. LEON MANDEL, Cuban beauty rated one of America's 10 best-dressed women, is among the top women shooters.

N.S.S.A. is Colonel E. F. (Tod) Sloan, U. S. Army, retired. He has been a great shooter in his own right and is one of the world's best versed figures on all phases of the shooting sport. He was the 1931 rifle champion and he holds 354 medals and trophies won in rifle, pistol, and shotgun competition. Prior to World War II he was director of civilian marksmanship for the United States government working directly under and in the same office with Secretary of War Robert Patterson.

During the war he was director of all ground training for the Fourth Air Force in charge of 37 training bases. In this capacity he supervised, through an intensive skeet shooting program, the combat arms training of more than 186,000 American airmen who, with others similarly prepared in all branches of the service, distinguished themselves as the war's most deadly marksmen. It was after the war that Colonel Sloan set about the task of reviving and reorganizing the National Skeet Shooting Association, which had been dormant since 1942. The job he did is evidenced by the fact that skeet activity is at its all-time peak. Through the headquarters office in Dallas, 771 shoots—an all-time record—were registered last year.

The national office keeps accurate, up-to-the-minute records on the performances of all members in registered competition. It annually publishes an average book containing all of these statistics for the four gauge guns.

Current president of the National As-

sociation is Barney H. Hilburn, prominent Dallas oil man.

The record entry for the nationals, 530 competitors, was established here two years ago. Whether this mark will be bettered in 1951 will depend, it is agreed, upon the extent of military participation. The armed forces have established skeet as a must part of the training in all combat gunnery.

Colonel Sloan confidently predicts that this year's military entry will break all records. The program is designed to accommodate them, too, with special events and scores of elaborate trophies to be divided among the high scorers in service men's individual, two-man team and five-man team competition. Entries already are assured from such installations as the naval air stations in San Diego, Corpus Christi, Jacksonville, Fla., and Norfolk, Va., and army air bases in virtually every section of the country.

As for the civilians, since it is a somewhat expensive pastime, skeet has appealed mainly to substantial business and professional men and others in the higher income brackets, such as stage, screen, radio, and television personalities. The medical profession is especially well represented.

The greatest scatterguns in the world will storm Dallas in August for a week-long shooting jamboree that is truly one of the outstanding classics in any sport.

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Lv. Dallas Union Station 9:20 pm
Lv. Highland Park - 9:28 pm

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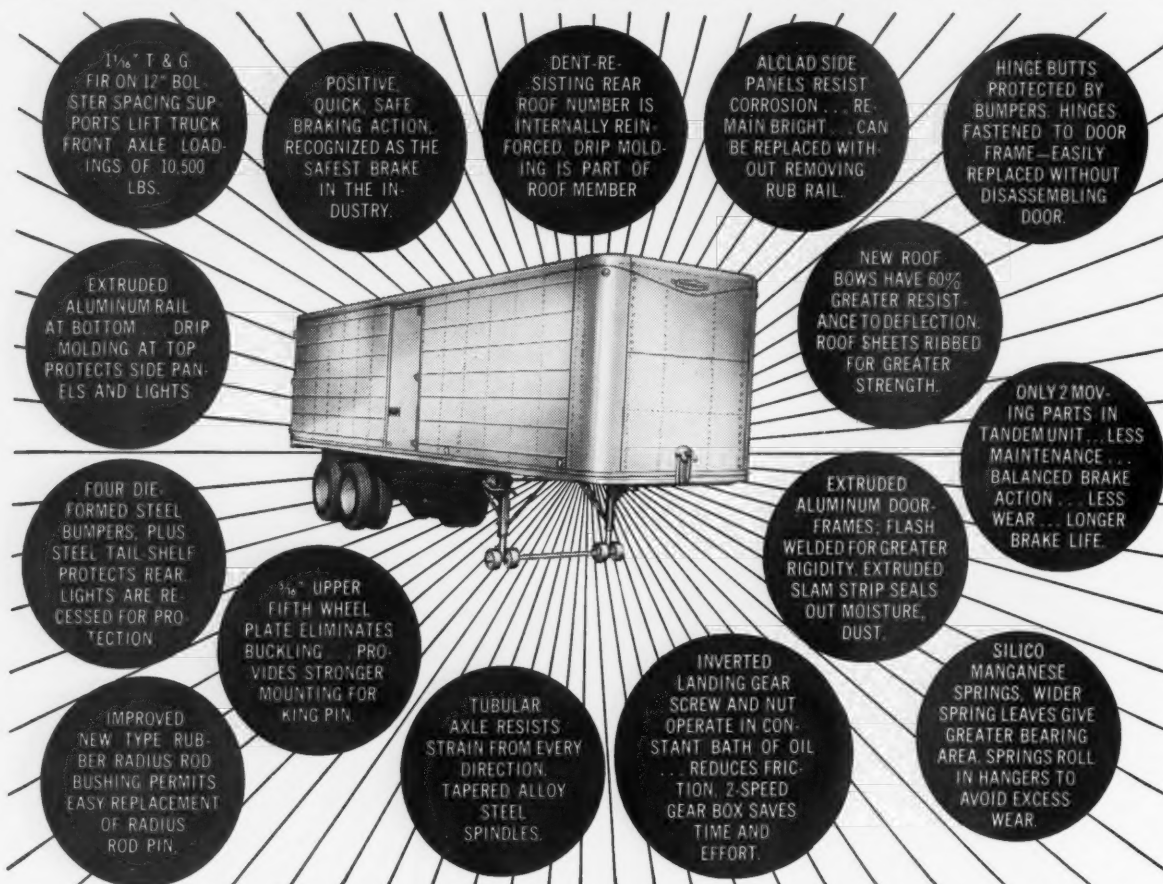
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Trailmobile's new aluminum trailer meets today's need for a lightweight unit that can take it! Model A is advance-designed throughout with "years-ahead" features. All vital points of strain are reinforced to take grueling 24-hour-per-day service—yet require a bare minimum of maintenance.

Check the Model A specifications above, point by

point, feature for feature. You'll find every construction feature which your own practical day-by-day experience proves is needed to meet today's hauling conditions. And only in this new Trailmobile will you find extra service so carefully engineered into the trailer—providing longer trailer life and greater safety. Get the cost-saving facts now!

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Ft. Worth—823 W. Vickery Blvd.
Houston—949 Lockwood Drive
San Antonio—222 S.W. Military Drive
Amarillo—3102 Monroe St.
El Paso—1801 Olive St.



SPRAWLING OVER THREE ACRES, this huge one-story brick and masonry building on U. S. Highway 77 north of Field Circle is the new home of the John Deere Plow Company, Dallas.

Deere's New Dallas Plant Covers Three Acre Plot

A massive, sprawling structure of brick and masonry covering more than three acres of ground is the new home of the John Deere Plow Company's Dallas branch, sales outlet for all Deere & Co. products in Texas and southwestern New Mexico.

Opened formally last month, the new plant is located at 10650 Harry Hines Boulevard. It is a one-story structure, enabling the company to maintain its offices, sales department, display room, parts department, and warehouse on one level.

A 62-year-old organization, the Dallas branch was formerly located at 501 Elm Street.

The new building is situated on a lot covering 12 acres. The building itself is of fire-proof brick, tile, steel, and concrete construction. It covers 137,000 square feet, or 3.14 acres.

The large, modern office covers 14,660 square feet, and is completely air conditioned. A 5,600 square foot display floor is another feature of the new building.

A modern cafeteria with a seating capacity of 100 has also been provided. This space will also serve as an assembly room for sales meetings.

In the parts department is 32,980 square feet of space, with 16,386 metal parts bins to accommodate more than



E. C. INGLISH

22,000 different replacement parts. It is equipped with a pneumatic tube system and an inter-communication system to speed up handling of all orders from the main office.

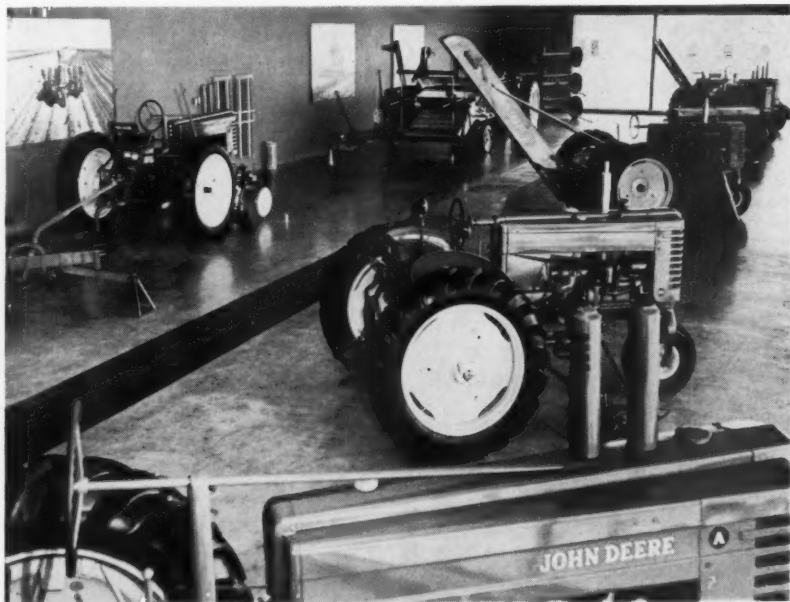
For storing completed goods, there is a 68,000 square foot warehouse area, served by a covered truck dock 20 x 160 feet. Facilities are available on the Missouri-Kansas & Texas Railway tracks to unload five cars into the warehouse.

E. C. Inghlish, manager of the Dallas branch, joined the John Deere organization in 1919 as an assistant salesman. In 1936 Mr. Inghlish came to Dallas as division sales manager, a position he held until his appointment as manager of the Dallas branch in 1943.

Mr. Inghlish presided at opening festivities of the new plant, which included a tour of the building and a luncheon at the Baker Hotel.

Speakers at the luncheon were Mayor J. B. Adoue, Jr.; John W. Carpenter, president of the Dallas Chamber of Commerce; C. N. Shepardson, dean of Texas A. & M. College's School of Agriculture; W. O. Washburn, domestic sales manager of Deere & Company; Bruce Lourie, vice president in charge of sales, Deere & Company; and Judge Clyde E. Smith, associate justice of the Supreme Court of Texas.

THE REDDISH HUES of the showroom's rear wall contrast brilliantly with the green and yellow paint on the implements displayed. The front of the showroom is ceiling-to-floor glass.



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TRINITY RIVER projects were discussed by (left to right) John W. Carpenter, president of the Dallas Chamber of Commerce; Brigadier General Claude H. Chorpene, assistant chief of the United States Engineering Corps; and John M. Fouts, general manager of the Trinity Improvement Association.

Chamber Honors Engineer

BRIGADIER GENERAL CLAUDE H. B. CHORPENING, assistant chief of the United States Engineers Corps, was honored by the Transportation Improvement Committee of the Chamber of Commerce at a dinner June 19 at the Hotel Adolphus.

General Chorpene, who is chief of civil works for the Engineers Corps, was in the Dallas area on an inspection tour of the progress being made on the Grapevine and Garza-Little Elm Lakes.

John M. Stemmons, chairman of the

Dallas County Flood Control District, took the general on the tour of the 12½-mile floodway area along the Trinity River in Dallas. Others in the party were Fort Worth District Engineer Delbert B. Freeman and Colonel Louis Prentiss, division engineer of Dallas.

The United States Engineers Corps, currently spending \$150,000,000 on civil works through its Fort Worth district office, is disbursing \$17,628,506 on 33 active contracts at four lake sites around Dallas.

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General Market Opens July 30 For 10-Day Run

BUYING is easy in Dallas—and the Dallas Manufacturers and Wholesalers Association is prepared to prove just how easy it is to 3,500 buyers who are expected to attend the general market July 30-August 10.

"Dallas is the Southwest's only truly diversified market," M. E. "Mark" Hannon, executive secretary and manager of the association, stated. "Come to General Market-Dallas, and you can catch up on the trends, then make your fall and winter merchandising plans."

Members of the Dallas Manufacturers and Wholesalers Association sent out 35,000 mailing pieces to potential patrons of the market, and full-page advertisements publicizing the event have appeared in the "Southwest Hardware and Implement Journal," "Southwestern Retailer," "Southern Pharmaceutical Journal," and "Southern Automotive Journal." Other advertisements were run in the "Dallas Morning News," "Daily Times Herald," and "Fort Worth Star-Telegram."

Buyers at General Market-Dallas will shop at their leisure, taking advantage of the opportunity to mix business with pleasure by enjoying the 1,001 things to see and do in Dallas. There will be no displays in downtown hotels for high-pressure salesmanship; instead, patrons of the market will have plenty of time to visit the various manufacturers in their own plants.

Emphasizing the slogan, "Get it in Dallas and you get it all in one trip!" members of the association stress the fact that no matter how many different things you need, you can get them all in Dallas. Everything from appliances to zippers can be purchased with a "Made in Dallas" label.

Ben H. Wooten, president of the First National Bank and a director of the Chamber of Commerce, is president of the Dallas Manufacturers and Wholesalers Association. Other officers are J. Frank Martino, general manager, Butler Brothers; J. H. Whitaker, assistant general manager, McKesson-Robbins; and Elliott Wilkinson, partner, Wilkinson Brothers, vice presidents; and James R. Shaffer, sales manager, Hotel Adolphus, treasurer.

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Yes, Bennett's sales this year are way up... and there's a reason for the jump.

For 67 years Bennett has meant quality, price, service. But this year... with new machinery... new stationery and furniture lines... new service departments... Bennett is better equipped than ever to take care of your every office need!

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first name in air conditioning



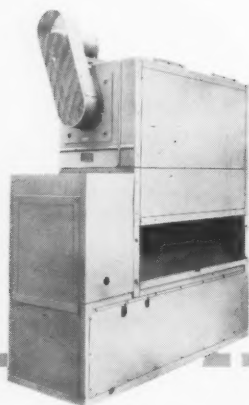
ROOM AIR CONDITIONER

Carrier Room Air Conditioners . . the extra-capacity room air conditioners . . are the ideal way to take the "swelter" out of Summer. This self-contained air conditioner draws in fresh, filtered air cooled and circulated to your personal comfort . . or it may be set as often as you wish to exhaust stale air, odors or smoke. Units are available in three cooling capacities to fit individual needs.



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A handsome Carrier Residential Weathermaker is the best comfort investment a home owner can make! This single, compact unit provides comfort-conditioned air . . heating or cooling . . the year 'round. In any season, the Carrier Residential Weathermaker circulates correctly humidified perfect-temperature air without noise, without drafts . . your own custom-tailored climate at the touch of a finger-tip.



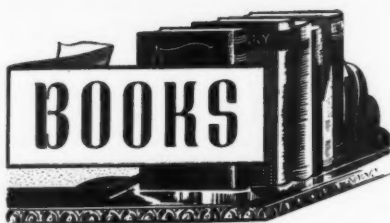
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Carrier "Matched Equipment" commercial and industrial air conditioning systems assure users of longer, more dependable and more economical service. For large-space air conditioning needs . . Carrier "Matched Equipment" systems are custom-engineered and custom-installed to give top performance month-after-month, year-after-year for every type of requirement.

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In Dallas, call or see these firms for complete information on Carrier Air Conditioning . . .

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ROOM AIR CONDITIONER	{	KESSEL'S	FRYMIRE		M. B. KISER	
		Lakewood Village	Engineering Company		Heating & Air Conditioning Co.	
		6323 Gaston UN-4609	3802 Cedar Springs	LO-1555	3326 Elm	RI-9378
YEAR 'ROUND WEATHERMAKER:		FRYMIRE • M. B. KISER • ACE FURNACE & METAL WORKS, 2918 Gaston, UN-2546				
COMMERCIAL & INDUSTRIAL:		CARRIER-BOCK COMPANY, 2133 Cedar Springs Avenue, PR-7765				



U. S. A., The Permanent Revolution

By the editors of "Fortune" in collaboration with Russell W. Davenport, published by Prentice Hall, 267 pages, \$3.75.

BY far one of the most striking books ever to be published on the subject of America is this book which was originally published as the February 1951 issue of "Fortune." Each chapter was composed as an article in its own right, but after such favorable comment had been received, Russell W. Davenport, a former managing editor of "Fortune," was invited to define the project and to guide its execution—and so we have U. S. A., The Permanent Revolution.

It tells the story of America; the realities that many Americans have overlooked. It tells of the goals of America, the meaning of America to Americans and the rest of the world.

It was published because the story of America is the crucial story of our time, and because the shape of things to come depends on us; our moral decision, our wisdom, our vision, and our will . . . and it is time for fundamentals.

The purpose of the book was to write a simple, clear story of the background of our country, so that not only we may understand what America stands for, but the world may also know what America stands for. This purpose was to accomplish a goal that the world may better understand the mind and the soul of our country.

The editors of "Fortune" say that we have lost sight of our objectives, now that the United States is constantly think-

ing negatively "stopping red Communism," "containing" the U. S. S. R.

And, for something more than 20 years the editors of "Fortune" have observed the intellectual and spiritual confusion that has led to the present bankruptcy of U. S. policy. They state that our gravest mistake has probably been our lack of explanation. Americanism has always been difficult to define, and sometimes the American finds himself set apart from the rest of the human race simply because "the American way of life" has been the cause of a great deal of misunderstanding by the other peoples of the world.

In Part One of the book The American Way of Life, The American Proposition, and The American System are defined. In the second part there are chapters on The Transformation of American Capitalism, The U. S. Labor Movement, The Political Parties, and The Busy Citizen. In Part Three are The Problems of Free Men with a note on Technological Revolution, Individualism Comes of Age, Have We Any Friends?, and U. S. Foreign Policy.

In the chapter on Have We Any Friends?, Americans come face to face with what the world really thinks of us. It's hard to understand that while the United States has benefited so many that we are liked by so few. The myth about America that has grown up in Europe must be destroyed before that same myth destroys America. It's startling to see in black and white some of the articles which have been reprinted in this chapter concerning what the rest of the world thinks of the U.S.A. These are actual utterances of non-Communist Europeans and were culled from newspapers, periodicals, books, and radio, and it's unbelievable for the average American to acknowledge that their country is ridiculed by any nation.

Thus America has a job of information and education to do: to believe first in herself as a nation, and not to lose sight of the goals for which the nation was founded.—Jerry Porter.



U. S. A.

The Permanent Revolution

BY THE EDITORS OF
FORTUNE

With the collaboration of

RUSSELL W.
DAVENPORT

\$3.75



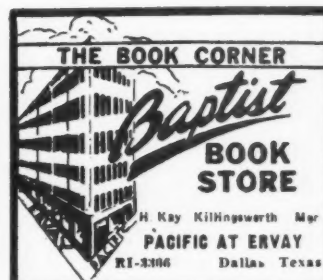
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Eloise Cullum

By Mary Fletcher Cavender

ELOISE CULLUM wanted to be a writer when she was at SMU not very long ago, but her business success has been achieved in accounting—and today she is an executive in one of Dallas' oldest wholesale food concerns.

She and her two brothers, Robert and Charles, operate the business which was started by a Dallas pioneer, A. W. Cullum, their father, in 1919. The efforts of these three young people have aroused the interest and admiration of all businessmen in the Southwest. Today A. W. Cullum & Company handles wholesale food for stores all over North Texas, and the Cullums have also been responsible for a newcomer in Dallas' grocery scene—the Tom Thumb stores, 91 affiliated independently owned grocery stores.

Eloise is secretary-treasurer of these firms today, with all her attentions directed towards the financial end of the business. As her brothers report it, she keeps her tight little fist on the bank account.

"There was less than a week between when I graduated from SMU in 1943 and when I began working for my dad," she recalls. "My first job was working in the selling end of wholesale foods for him. Then I learned something about buying foods that first year, too. I found my niche in the company, however, from my brother Jim who at that time was handling the accounting. He taught me how our company books were kept, and in a way he really made me exclusive . . . for I think I'm the only woman in this region to be in charge of accounting for a major food concern."

Of A. W. Cullum's children, Bob, Charles, and Eloise are all in the company today. Jim Cullum dropped out of wholesale foods after teaching his kid sister how to handle the purse strings.

These three have divided up duties so that Bob as president supervises the parent A. W. Cullum & Company and works



ELOISE CULLUM

on the planning of the Tom Thumb group. Charles is responsible for the wholesale phase, and Eloise handles the money, offices, and personnel. There are 12 persons working directly under her in accounting, and she supervises the 150 employees as well.

The growth of Cullum interests in Dallas started in 1919 on Bryan Street when Eloise's dad opened his wholesale grocery office. The business grew, just as Dallas grew, and soon he had to look for more space. His second location was at 312 North Preston, in the heart of what was just becoming Dallas' first major industrial and wholesale area. In 1937, Mr. Cullum needed still more room, so he moved to 901 South Preston. The fine old gentleman would not be surprised, if he were alive today, to see his sons and daughter have once again outgrown the offices. In March of this year, they packed food and office equipment and moved to the Airlawn industrial district to their new home at 2533 Hawes, between Maple and Denton Drive. The general offices occupy 5,000 square feet and behind these offices is a 60,000 square foot warehouse with truck dock and rail car sidings. The neat red brick building represents a \$400,000.00 investment. The inventory probably is double this figure.

"The old office on South Preston was quite a gathering place for all who worked near there," Eloise said, "so we

did not give it up. Instead, today it is a cash-and-carry store with a modern restaurant in one section of it."

All the work done by the Cullums is not just that covered by A. W. Cullum & Company, for the three manage, together with J. R. Bost, the Tom Thumb grocery group. Mr. Bost owned a store several years ago and sold it in order to help the Cullums acquire the first Tom Thumb supermarkets. The supermarkets are so-called to designate them from the independently owned affiliated stores in the Tom Thumb group.

"There are 91 stores called Tom Thumb in all," she said. "More are joining all the time, also. By joining Tom Thumb, the independent grocer doesn't lose his proprietary rights nor his own store name. He just displays his Tom Thumb sign so his friends and neighborhood customers know when they read a Tom Thumb ad that their grocer will be having that sale or those certain products. It gives him also the advantages of quantity buying such as are enjoyed by the chains he competes with. It gives him the aid of extensive large-scale advertising. By each of the 91 grocery stores contributing a little, and by each of them featuring the same sales items, page ads in the newspapers regularly are not prohibitive. Yet the personal interest that goes with a store only when it is proprietary-owned remains."

The Best of Everything!

Texas leads the South
in number of tractors . . .
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... in Texas,
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Humble Esso Extra leads the parade of gasolines — it's Texas' finest. Esso Extra gives you *extra* quick starting and *extra* pleasure from every mile you drive. You'll enjoy *extra* anti-knock performance. You'll value the *extra* power that gives you get-away in traffic, added go on the long, hard pulls. And all the while, the exclusive, patented solvent oil in Esso Extra will keep your car's engine *extra* free of soot and carbon . . . Esso Extra gives every user *extra* value in every gallon.

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Dispensing Opticians

The March of Industry

Federated Stores Buys Sanger Bros.


THE board of directors of Sanger Bros., Inc., voted approval this month of a plan to join Federated Department Stores, Inc., one of America's leading department store groups.

Federated will acquire all of the assets of Sanger Bros., Inc. Common stockholders of Sanger Bros. will receive one share of Federated Common for 2½ shares of Sanger Bros. common. Based on current stock quotations, the transaction thus involves approximately \$4,250,000.

Founded in 1857, and the oldest department store in Texas, Sanger's sales volume for the 12 months ended January 31, 1951, was over \$389,000,000. It has 126 departments.

Henri L. Bomberg, Jr., a director and counsel for Sanger's, and Ralph Lazarus, executive vice president of Federated Department Stores, Inc., announced that both Sanger Bros.' name and policies will remain unchanged. The store and its branches in Highland Park and on Preston Road will remain in their present locations and buildings.

All established employee advantages, including present seniority plans, will remain unchanged.

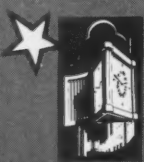


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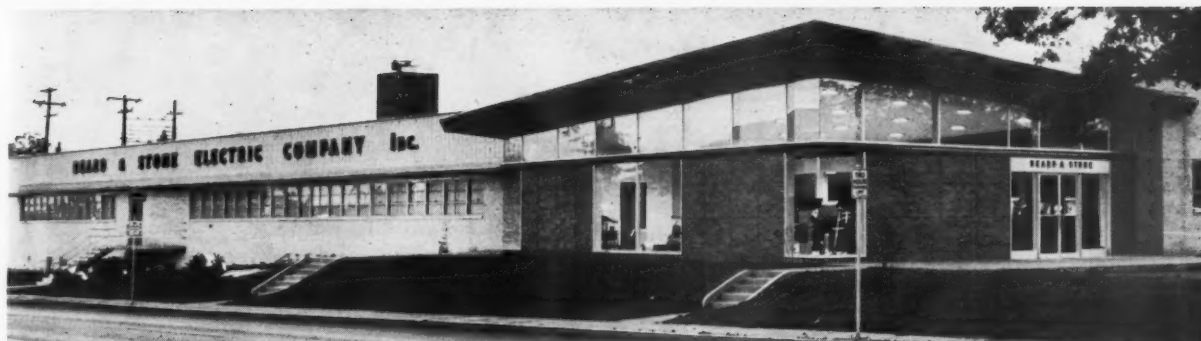
YOU... like Rio Grande National ...



will get
FINEST OFFICE FURNITURE
most
ECONOMICALLY
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NEW \$500,000 BUILDING for Beard & Stone is located on the historic old site of the Ursuline Academy, and many of the old pecan, red oak, and

elm trees which had grown up on the eight-acre tract were preserved to make a cool, green background for the building.

Beard & Stone Moves To New \$500,000 Home

NOW at home in its new half-million-dollar building at 3909 Live Oak is the Beard & Stone Electric Company, Inc.

Located on the southwest quarter of an 8-acre block bounded by Live Oak, Bryan, Haskell, and St. Joseph Streets, the building has 102,000 square feet of floor space on two levels. Paved parking area and drives account for 41,000 square feet.

Designed by J. N. McCammon, architect, the building was constructed by Cowdin Brothers, contractors. In the finished structure, 6,775 square feet of floor space are devoted to the office section, 2,340 to the auditorium, 2,352 to the showroom and parts counter, 37,500 to the main parts room, 16,100 to the basement storage area, 22,429 to the entire

service and shop area, 11,895 to the service floor, and 1,285 to the employees' lunchroom.

The offices, show room, auditorium, lunch room, and all shops are air-conditioned. An intercommunication system connects all sections of the plant.

Beard & Stone has gained national renown in its field as warehouse distributors of original equipment for modern automobiles and trucks. It can replace original equipment and provide factory-type service on 99 per cent of the vehicles and industrial equipment now being sold by the automotive trade.

Founded February 1, 1919, by E. C. Beard and C. A. Stone, Sr., the company today operates stores and plants in Dallas, Waco, Houston, Beaumont, Lubbock, and Fort Worth. It has grown to be the largest organization of its kind in America.

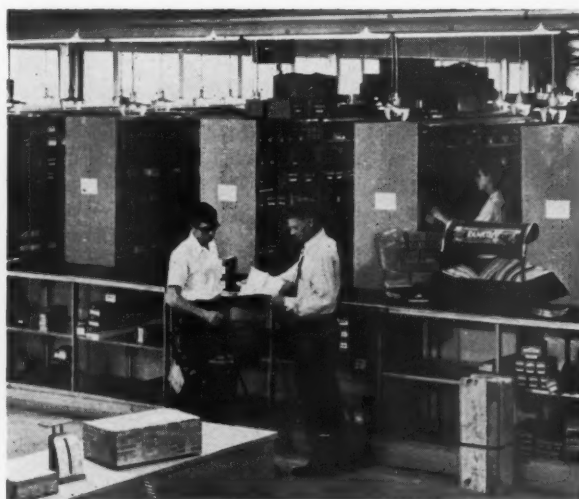
Mr. Stone died in 1935, and Mr. Beard succeeded him as president of the company. Manager of the Dallas plant is A. L. May, who has been with Beard & Stone since 1929. Mr. May has served as president of the Dallas Automotive Wholesalers Association and the Texas Automotive Wholesalers Association. He was on the first board of directors of the Southwest Automotive Show and currently is serving as a director of the Dallas Citizens Traffic Council.

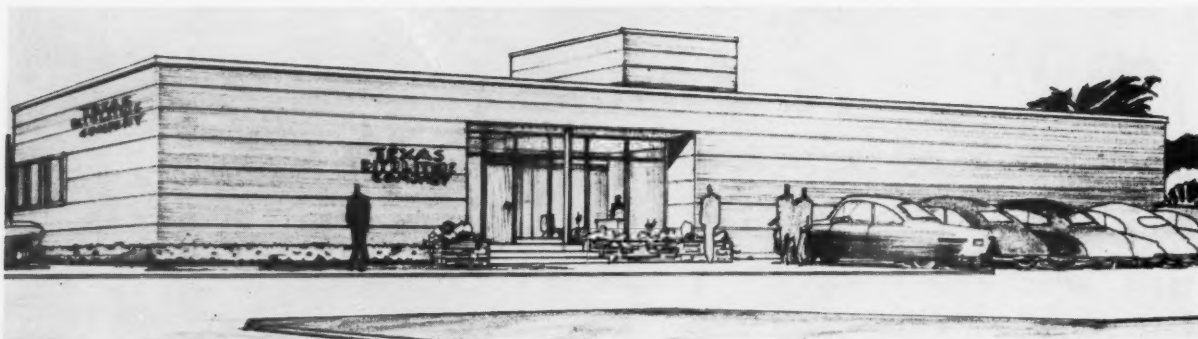
IN THE PRESIDENTIAL OFFICE E. C. Beard, right, president of Beard & Stone, talks with the manager of his new Dallas plant, A. L. May.



DALLAS • JULY, 1951

ONLY A PORTION of the spacious Beard & Stone shipping, receiving, and parts department which enables workers to give quick and efficient service is shown here.





Texas Bitulithic Building Nears Completion. Erection of the new office building of the Texas Bitulithic Company adjacent to their shop, warehouse, and plant at 2121 Irving Boulevard will end the company's third and final stage of the move started in July, 1950, when a new asphalt mixing plant was constructed on the 4.7-acre tract on Irving Boulevard.

The new office building was designed by Grayson Gill, and will contain 4,800 square feet of floor space and is completely

air conditioned by a General Motors Frigidaire unit. It will be a solid masonry type of construction and is so designed that a second story can be added if necessary. Longhorn Construction Company are the contractors.

Texas Bitulithic Company has been in continuous operation in Dallas for the past 45 years, specializing in concrete and asphalt paving. Branch plants are maintained in Fort Worth and New Orleans.



For Third Day Delivery north to Chicago and Detroit and overnight to Houston and San Antonio—

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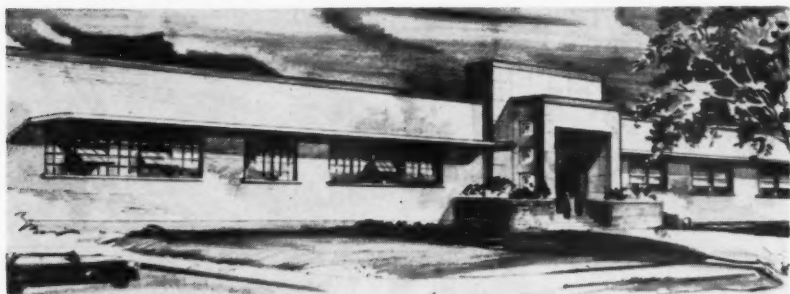
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For prompt, courteous handling of claims without excessive red tape ... for fast, dependable action on routings, pick-ups and deliveries ... for the right answer to dozens of other freight problems—call YELLOW TRANSIT! You'll like dealing with the friendly, experienced people at YELLOW TRANSIT.

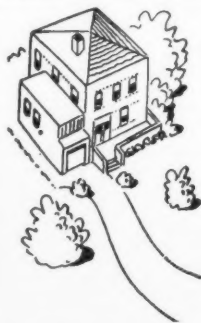




Truck Rental Firm Moves. Baker Truck Rental, Inc., is now at home in its new building at 1314 Cadiz. Constructed of brick veneer, it contains 7,200 square feet. The Dallas branch is one of the largest of five which are operated from the home office in Denver, and G. W. Penfold is district manager for this area. Specializing in renting and leasing trucks to individuals and firms, Baker Truck Rental is the largest truck leasing firm in the Southwest. The Dallas branch operates and services 250 trucks.



Printing Company Moves. Located on a 3½-acre plot at the corner of Harry Hines Boulevard and Record Crossing is the new home of the Padgett Printing and Lithographing Company, a buff brick and horizontal field-stone structure. Containing approximately 30,000 square feet, the building will house the offices and printing plant of the firm. Fooshee and Cheek were the architects, and the general contractor was the La Foy Corporation.



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how to Reduce Your INSURANCE COSTS

The cost of Workmen's Compensation Insurance is governed by the number and severity of industrial accidents. So if you want to reduce YOUR insurance costs, adopt an accident prevention program for your plant or place of business.

The Association's safety engineers have helped many Texas business and industrial firms reduce accident frequency and thereby reduce insurance costs by: (1) Analyzing and reporting on accident causes, (2) Recommending the proper methods of eliminating job hazards, (3) Training of supervisors in accident prevention.

Why not take advantage of this service to reduce your insurance costs?

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PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS
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HOME OFFICE • DALLAS, TEXAS

Dallas Leaders Complete Drive For Hotel Funds

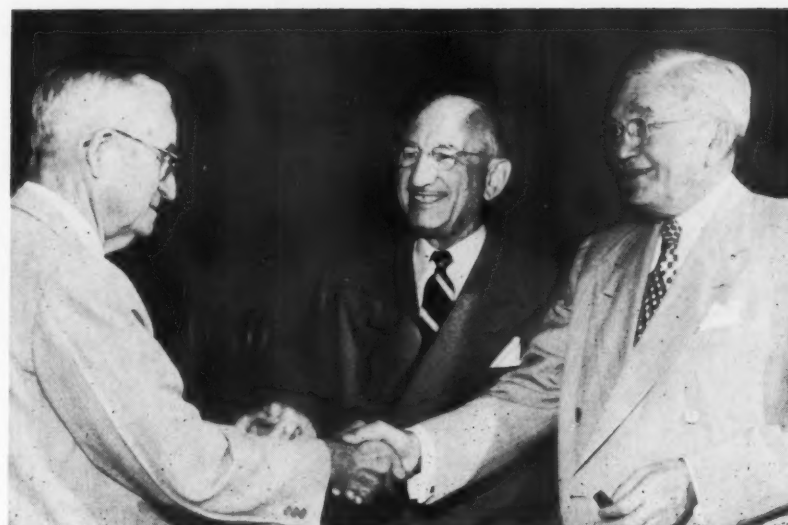
FOOTBALL fans, convention-goers, and Dallas market buyers will soon find what they've been hunting for in Dallas — plenty of hotel accommodations.

A new Statler Hotel was assured this month as the campaign to raise \$1,500,000 as Dallas' share of financing the projected \$10,000,000 Hotel Statler came to a successful conclusion.

Campaign workers, at a Hotel Adolphus victory luncheon July 10, turned in debentures bringing the grand total to \$1,433,000, just \$67,000 short of the goal they had set for themselves. Other pledges from businessmen who had been out of town during the three-week campaign upped the figure to \$1,470,000 within a few days, and leaders of the drive were confident that the remaining \$30,000 would be subscribed by other latecomers.

The drive started at a luncheon where 60 Dallas civic leaders divided among themselves the names of 800 Dallas men who were to be contacted to buy debentures paying 2 per cent interest yearly and maturing Dec. 31, 1965.

The debentures were issued by the Cosmopolitan Hotel Company of Dallas,



HANDCLASPS OF VICTORY were exchanged by campaign co-chairmen (left to right) John W. Carpenter, Fred F. Florence, and R. L. Thornton as their drive for Dallas Statler funds ended successfully.

Inc. This corporation is composed of Dallas leaders who contracted with Hotels Statler Company, Inc., acting for its wholly owned subsidiary, Statler Dallas Company, Inc., for the building of the new hotel.

At the victory luncheon, Fred F. Florence, president of the Cosmopolitan Hotel Company, thanked the 75 men who had sold the securities.

"It is something the city can be proud of," he declared.

Robert L. Thornton, chairman of Cosmopolitan's executive committee, also was jubilant.

The Dallas Chamber of Commerce, recognizing that Dallas has been retarded in its proper growth by inadequate hotel facilities, arranged for a survey of the

Dallas hotel situation by The Hockenbury System, Inc., a firm of hotel specialists. A modern luxury hotel was recommended.

This hotel will become a reality in the near future. Plans have been prepared by Holabird & Root & Burgee, architects, and William B. Tabler, architect, and a site on Commerce Street between St. Paul and Harwood Streets has been purchased and cleared.

Detailed plans and specifications will be completed by early fall, and it is hoped that construction will get underway shortly after that time.

Potential significance of the Dallas Statler was outlined by M. D. Hockenbury, vice president and general manager of The Hockenbury System. He predicted the hotel would have a gross income of \$3,000,000 to \$4,000,000 yearly. Its payroll will exceed \$1,000,000. It will handle 250,000 guests a year and these will spend \$4,000,000 to \$5,000,000 in Dallas each year.

Campaign co-chairmen for the drive were John W. Carpenter, president of the Dallas Chamber of Commerce and chairman of the board of the Texas Power and Light Company; Fred F. Florence, president of the Republic National Bank of Dallas; George L. MacGregor, president of the Dallas Power and Light Company; Stanley Marcus, president of Neiman-Marcus Company; R. L. Thornton, chairman of the board, Mercantile National Bank at Dallas; and Ben Wooten, president of the First National Bank in Dallas.

THE GRAND TOTAL mounted higher each day under the direction of energetic campaign co-chairmen, such as (left to right) George MacGregor and Stanley Marcus. Ben Wooten was also a co-chairman of the campaign.

COMMITTEE				DIVISION B				DIVISION C				SUMMARY	
Chairman				Chairman				Chairman					
No.	Am't.	No.	Am't.	No.	Am't.	No.	Am't.	No.	Am't.	No.	Am't.		
1		2	8000	3		4	12,000	5	7000	6		DIVISION A	9
												DIVISION B	5
												DIVISION C	16
												Executive Committee	1
												Total Today	31
												Total To Date	144
												Total	175
												5 DALLAS	

Vacation weather 'round the clock!



WITH Electric Air Conditioning

Remember the clean, fresh air of the mountains? The delightfully cool, refreshing breezes of the seashore? That's the kind of comfort you'll enjoy working hours . . . leisure hours with Electric air conditioning.

For Electric air conditioners give you **real** air conditioning. They cool the air, dehumidify and circulate it. Bring in fresh air and filter it. Remove stale air. They're quiet and efficient.

If past summers are any indication . . . the really hot, close days are just ahead. Check with your dealer now. Electric air conditioning is a sensible, wise investment in your better living . . . this summer and through the years to come.

See your Electric Air Conditioning Dealer NOW!



DALLAS POWER & LIGHT COMPANY



New J. C. Penney Store Being Built. Slated for completion early next spring is this 180 x 120-foot J. C. Penney Company store, the fifth to be built in the Dallas area. The exterior of the building will be of contrasting materials, including dark Roman brick, cream-colored shellstone, redwood, and recessed glass windows. Architecturally, it will harmonize with the 39 other buildings already in the village.

The 20-foot ceiling will permit acoustics control, ventila-

tion, and spaciousness. The building will be completely air conditioned.

The new Penney store will be set back 110 feet east of Inwood Road. It will offer four lanes of parking facilities on the north and west for more than 300 cars.

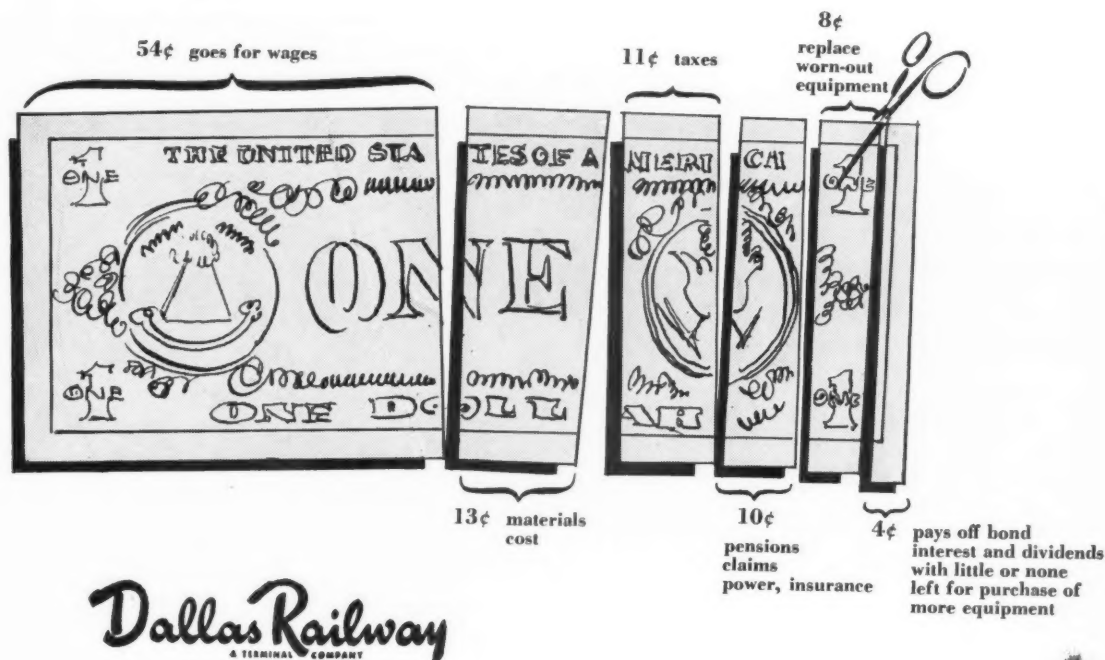
The initial lease for a 15-year period was negotiated by Vic Saufley and Don Pike of the firm Saufley-Rozelle, Realtors.

Medical Building Opens. The Lakewood Medical Clinic, 6331 Prospect, has been opened by its owner, Dr. E. R. Cox. Physicians who are using the building are Cox, H. Norman Chandler, Tom R. Roberts, and Harold R. Thomas. Dr. J. Ross Woodul, dentist, also has offices in the building.

Dallas Tract Purchased. The Binyon-O'Keefe Company, Fort Worth, has purchased a tract of 9.72 acres at Oak Lawn and Hines Boulevard. The property represented the assets of the S & M Realty Company, the stock of which was sold to the Fort Worth firm by B. Hicks Majors and Rae E. Skillern, owners.

Named State Distributor. The Campbell Duplicator Company of Dallas has been named state distributor of Copy-Plus, a new fluid-type duplicating machine, and regional distributor for the Rex Rotary, a precision engineered, stencil duplicator made in Copenhagen, Denmark.

What Happens to the Transit Dollar?





A TWO-PAGE ADVERTISEMENT in the July issue of "Fortune" depicting the Dallas branch of United States Envelope is shown by Tom McHale, left, "Dallas" advertising manager. Others seated at the head table were

(left to right) Bob Thornton, Jr.; C. A. Tatum; J. Z. Bessellieu, and Willard C. Campbell, representatives of Eastman Kodak Company; and Hugh Sawyer, manager of the Chamber's membership department.

Chamber Banquet Honors New Summer Members

THE first of a series of Lasso Club luncheons to recognize the development of Dallas industry was held last month in the Roof Garden of the Hotel Adolphus. Fifty-two members of the Dallas Chamber of Commerce were introduced.

Among the new Chamber of Commerce members are the following:

Trinity Motor Truck Division, 1900 South Ervay; L. W. Hillyer; motor trucks.

Rodgers-Barbeck Company, Inc., 2021 Cedar Springs; W. R. Barbeck; F. A. Rodgers; distributors gas boilers.

Acme Candy Company, 2024 Canton; G. H. Moessner; candy manufacturing.

Cutter Laboratories, 1501 Levee; John G. Downing; biologicals and allied specialties.

Casa Linda Catering Service, P. O. Box 9536; Lee A. Bedford, Sr.; caterers.

Associated Producers, 2008 Jackson; T. E. Laird; distributors of motion picture films.

C. A. Jacobs Motor Company, 9425 Garland Road; C. A. Jacobs; used cars.

Catalog Publishing Company, 2204 Cedar Springs; A. W. Powell; publishing catalogs.

Griffenhagen and Associates, 2020 Live Oak; H. S. Thorgrimsen; management consultants in public administration and finance.

Reeves and Nelson, 207 Empire Bank Building; certified public accountants.

Lucius O'Bannon, 2610 Fairmount; architect.

Littlejohn and White, 2102 Live Oak; Joe G. White; printers.

Technic Engineering Company, 1909 North Harwood; E. L. Proud.

Vacon Products, Inc., 1909 North Harwood; E. R. Funk.

W. A. McKinley, 312 Reserve Loan Life Building; first mortgage real estate loans.

Lakeside Laundry, Inc., 1454 North Zangs; Seymour Lynn.

Empire Service Company, 1715 Commerce; C. Lindley Wheatley; finance.

Dallasite Motor Hotel, 4126 Central Expressway; W. C. Robertson.

Wright Investment Company, 711 North Pearl; A. B. Wright, Jr.; installment finance.

Gough Jewelry Company, 1706 Commerce; James R. Gough; retail.

Laurel Land Memorial Park, 5700 South Beckley; Earl E. Widner.

Beard Plumbing Company, 510 West Davis; C. C. Beard; C. C. Beard, Jr.

Loyd's 5c to \$1.00 Stores, Inc., 3926 Cedar Springs; William C. Loyd.

Texas Construction Company, 1909 North Harwood; G. A. Didden; C. E. Saunders.

The Aluminum-Magnesium Company of Texas, Inc., 106 Dearborn; Parker Thompson.

NEW MEMBERS C. M. Jensen, Toledo Scale Co., and A. E. Hood, A & K Nursery Co. (standing, left to right), were introduced at the luncheon while R. Percy Goynes, Mutual Life Insurance, and Ewen Angus MacDonald, United Personnel Service (seated, left to right), look on.





TOP MEMBERSHIP WORKER Louis Charninsky, left, applauds while E. M. Anderson, manager of the new Dallas branch of United States Envelope, is introduced.

A. E. Hood, 6801 Del Norte Lane; landscape architect.

Hamilton Machinery Company, 1911½ Pacific; C. L. Hamilton; wholesale and retail.

Lou Ravkind Realty Company, 2516 Forest Avenue; Lou Ravkind.

Henry W. Frost, Jr., 2504 Cedar Springs; oil investor.

Saufley - Rozelle, 2502 Cedar Springs; realtors.

Occidental Life Insurance Company of California, 908 Gulf States Building; Maynard G. Shearer.

Mid-West Materials, Inc., Chalk Hill Road and Newton; Eugene R. Fant; steel warehouse.

John Martin Davis, 406 Employers Insurance Building; certified public accountant.

Texas FWD Company, 1215 Dragon; Rodney A. Kox; motor truck distributors.

Jolly Boy Ice Cream Company of Dallas, 4604 West Purdue; J. J. Hickey; vending machines, ice cream bars.

The Jack Schlaifer Organization, Inc., 2008-A Jackson; J. E. Gribble; motion picture distributing.

Sue-Ann Manufacturing Company, 805 South Ervay; Murray Lambert; ladies ready-to-wear.

Jan Leslie Hats, Inc., 421 South St. Paul; Dave Robins; millinery manufacturers.

Doak Walker and Raleigh Blakeley Service Station, 6511 Hillcrest.

B. J. Chaisson, 2406 McKinney; wholesale candy.

Zip 60 Minit Cleaners, 212 North Akard; Howard C. Rody.

Chemical Products Company, 2620 Dawson; H. H. McJunkin; manufacturers.

Delta Transfer Service, 1003 South Hampton; B. P. Johnson.

Kawneer Company, 131 Payne; Stanley Ralph; architectural metals manufacturers.

Myers Oil Corporation, 1900 M & W Tower Building; H. H. Myers; Van B. Littleton.

Seiberling Rubber Company, 3030 Canton; H. J. Bobbitt; tire manufacturers.

Ross Priddy Agency, 1421 Republic Bank Building; Ross Priddy; insurance.

Squibb - Taylor, Inc., 1213 South Akard; Cecil Squibb; factory agents, distributors and metal manufacturing.

Richard A. Friedland Business Opportunities, 2520 Cedar Springs; Richard A. Friedland.

Thomas Beckett and Company, Inc., 2001 Willowbrook Road; Joseph V. Mariner, Jr.; evaporative cooling equipment parts.

Ralph Rosen Associates, Rio Grande National Building; Irving B. Rosen; auctioneers and appraisers.

Fidel Nutritional Institute, Inc., 517 East Jefferson; H. P. Riordan; nutrition counselors.

Horwath and Horwath, 311 South Akard; Andrew King; certified public accountants.

Wagner Electric Corporation, 417 Olive; A. B. Emrick; electric motors and transformers.

Arcold Company, Inc., 2823 Main; F. C. Fallon; commercial refrigeration.

Calvert Distillers Corporation, Gulf States Building; Lee R. High.

G and W Improvement Company, 1016 North Lancaster; G. W. Wilson; roofing and siding contracting.

Texas Doughnut Corporation, 5325 Maple Avenue; George W. Knight, Jr.

Dal-Tex Employment Service, 504 Commercial Building; Mrs. Kay Keys.

A-1 Service Company, 4206 Wil-low; W. T. Rowell; general contractors.

O. K. Jackson Company, 5250 Goodwin; O. K. Jackson, advertising specialties.

Fox and Jacob Construction Company, 3911 Oak Lawn; general contractors.

Storm Proof Roofing Company, 2409 North Henderson; Ralph E. Lasiter; distributors of Hurricane shingles.

Burton Dixie Corporation, 817 Corinth; George V. Urban; bedding manufacturing.

Southwestern Pest Control, 115½ West Jefferson; L. L. Ellis; termite control.

E. E. Massey Furniture Company, 4406 Ross Avenue; E. E. Massey;

Youngblood's Poultry Processing

(Continued on Page 57)

NO MATTER YOUR LIFE INSURANCE NEED

there's a Southwestern Life policy to meet your requirements

FAMILY PROTECTION • BUSINESS LIFE INSURANCE
GROUP LIFE INSURANCE
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Southwestern Life Insurance Company

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A. L. MAY
General Manager
Dallas Division

The story of Beard & Stone dates back to early day automobiles—Overlands, Pope-Hartfords, Haynes and others of that era. Two early day mechanics recognized as authorities in their field, E. C. Beard, Service Manager and C. A. Stone, Shop Foreman, worked side by side. Then came World War I. Beard entered the Air Force and Stone took over as Service Manager.

At the end of the war, on February 1, 1919, these two expert mechanics decided to go in business together. Both were eager to launch their joint enterprise, which was destined to grow into one of the largest businesses of its kind in the U.S.A.

Beard & Stone, organized in Waco, Texas, 32 years ago, now has branches and divisions in 6 major cities and serves the automotive industry of the Southwest with nationally-known automotive products. It is the largest single organization in the country devoted to specialized automotive service.

BEARD & STONE

Electric Company, Inc.

Branches & Divisions in DALLAS • WACO • HOUSTON • BEAUMONT • LUBBOCK • FORT WORTH

New Vacation Plan. The American Beauty Cover Company plant, 2002 North Field, will be closed from July 16 to 29 so its 80 employees may have a uniform vacation. American Beauty, which has manufactured looseleaf covers, check books, and school annual covers for 35 years in Dallas, is trying this new vacation plan for the first time since the company was formed.

Electronics Firm Moves. Industrial Electronics Supply Co., wholesale distributor of geophysical and electronic equipment and supplies serving the communications, geophysical, aircraft, and industrial fields, has moved to a new building at 134 Leslie Street in the Trinity Industrial District. John W. Stanfield is president of the firm.

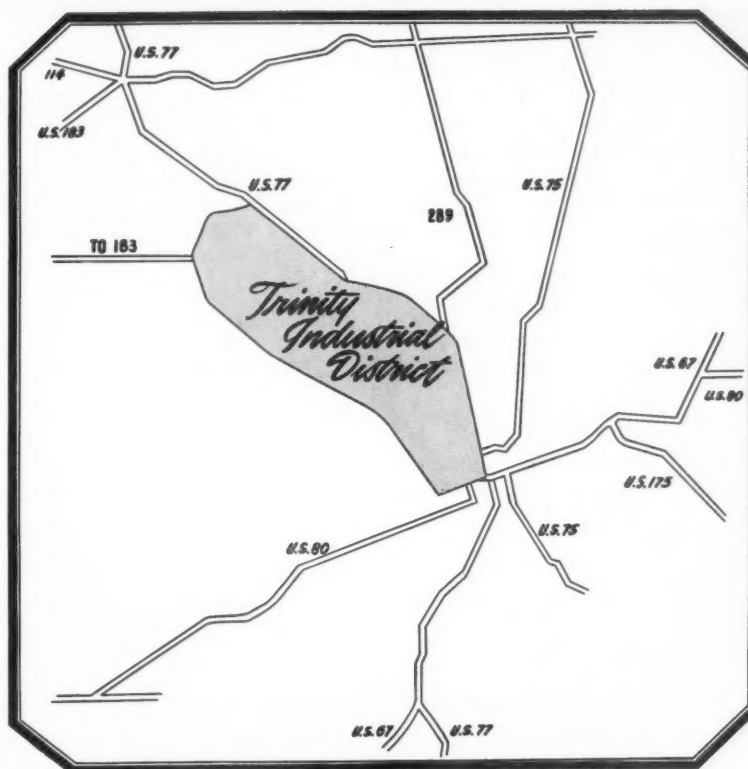
Wallpaper Firm Expands. Showroom space of the Roy Jacobs Company of Dallas, located at 2518 Cedar Springs, has been doubled in size. The new showrooms are completely air conditioned and have a modern theme. John W. Crossley is manager of the Dallas branch, which carries a full stock of nationally-known lines of scenics and wallpapers.

Sewing Machine Firm Opens. R. Raichert of Dallas, Inc., a subsidiary of Roman Raichert Company of Chicago, will handle imported sewing machines and all general parts and supplies for American manufactured sewing machines in Texas, Arkansas, Oklahoma, and Louisiana. Don Worman is president of the company, which is located at 140 Leslie Street.

Correspondence Company Formed. A new service to Dallas offices, styled Shamrock Letters, Inc., has been established with offices in the Empire Bank Building. It will specialize in the production of letterheads, office forms, and form letters, and will offer editorial service. President of the new organization is Mrs. David A. McMinn, and Mrs. Barbara Redding is vice president.

Large Warehouse Completed. Recently completed at Greenville and Southwestern Boulevard was the largest of the Caruth Building Service Company's three warehouses. It has more than 20,000 square feet of floor space, and will house lumber and other materials.

DALLAS • JULY, 1951



From the Trinity Industrial District the main highways out of Dallas radiate in all directions. Trucks move in and out without having to pass through the congested mid-town areas.

Dallas' Hub of Motor Freight Activity

There could be no stronger evidence of the great *convenience* of properties in the Trinity Industrial District than the fact that FIFTEEN motor freight lines have their terminals here.

These Firms Have Purchased or Leased Sites in the—

TRINITY INDUSTRIAL DISTRICT

MOTOR FREIGHT LINES

- *Texas and Pacific Motor Freight
- *Houston and North Texas Motor Freight Lines, Inc.
- *Viking Freight Company
- National Van Lines
- *Brown Express, Inc.
- Miller and Miller Motor Freight
- Braswell Motor Freight Lines
- Cathey and Carrell Truck Lines, Inc.
- *Rock Island Motor Freight
- Cotton Belt Motor Freight Lines
- *D. C. Hall Transport, Inc.

*Constructed or under construction.

- *Southern Express, Inc.
- Roadway Express, Inc.
- *Bode Transport Company
- Merchants Fast Motor Freight

OTHER TRANSPORTATION COMPANIES

- *Texas and Pacific Railroad
- *Rock Island Lines
- Cotton Belt Lines
- *Continental Bus System, Inc.
- *Zanes Freight Agency
- *Harris Delivery Service Co.
- *U. S. Parcel Post Depot and Garage
- *Montgomery Truck Service

INDUSTRIAL PROPERTIES CORPORATION

401 Republic Bank Building

Dallas

RI-6552

New Sash & Door Branch. The Texas Sash & Door Company of Fort Worth has leased a new building at 1427 Levee Street in the Trinity Industrial District for a branch distributing warehouse, having operated for some time from a commercial warehouse.

Baptist Book Store Moves. The Baptist Book Store will move into remodeled and redecorated quarters at 1917 Elm August 1. This will be a temporary location until the new Baptist Building at San Jacinto and North Ervay is completed in the spring of 1952.

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firms are interested in representing Dallas manufacturers in their territories:

G. Ade. Ogunsanwo & Sons, Ijebu-Igbo, Nigeria, wants to represent Dallas manufacturers as their sole agent in Nigeria.

Manufacturers' Representative covering 11 Western states is seeking accounts from Dallas manufacturers. Contact Mr. Allen C. Vik, Western-Southern Sales Co., EDgemont 2-0445.

The following firms are seeking representation in Dallas and vicinity:

The Kelleher Engineering Sales Co., International Trade Mart, New Orleans 12, Louisiana, is seeking a distributor for the Dallas, Fort Worth, Shreveport area for a line of oil-immersed and dry type distribution transformers.

LeVant Brush Company, 15004 Oxnard Street, Van Nuys, California, is seeking the services of a sales organization or individual who is actively covering Eastern Texas and the surrounding territory.

The Mortens Studio, 1901-03 West Division Street, Chicago 22, Ill., wants representation in Texas, Oklahoma, Arkansas, Louisiana, and Mississippi for their line of Royal Design Giftware on a commission basis.

L. A. Whitney, Inc., 11 Southfield Road, Fairfield, Conn., wishes to appoint a salesman for the southwest district of the United States to distribute its products on a drawing account and commission basis.

F. J. Stahmer Shoe Company, 2349 Boies Avenue, Davenport, Iowa, wants a representative to handle the distribution of their wooden shower clogs to Texas army camp post exchanges.

Victor Engineering Corporation, Green Lane and Wilson Avenue, Bristol, Pa., wants a manufacturer's agent who is serving quite a large area, and is calling on construction equipment dealers.



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BLAIR G. MERCER, Manager

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PAGING AND PUBLIC ADDRESS

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- SALES

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Fidelity Building

DALLAS

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FIXTURES SINCE 1922.

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SHOWCASE & FIXTURE MANUFACTURING CO.

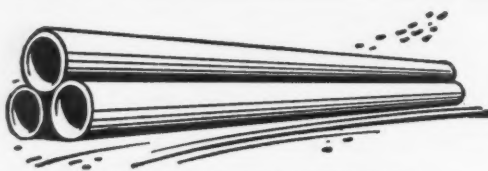
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Square Tubing
ALL SIZES



STRUCTURAL STANDARD EXTRA HEAVY PIPE
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VALLEY STEEL PRODUCTS CO.

5435 South Lamar

DALLAS

Phone IMperial 1301



Texas Beer Now on Market. Pictured here is the giant kettle at the Dallas-Fort Worth Brewing Company, home of Texas Club Beer, new premium brand which has just appeared on the market. Joseph Heutel (right), president, and John Delin, brewmaster, are seen in the picture.

Research Laboratory Opens. Research, Inc., of Coffeyville, Kans., has leased a building at 1225 Levee to be used as a laboratory for geochemical research. J. M. Baggs is in charge.

New Lumber Yard. The Brewington Lumber Company has recently moved to their new lumber yard, offices, and salesroom at 2505 Hawes Avenue. They formerly were located at 2021 McKinney.

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**SHIP NORTH
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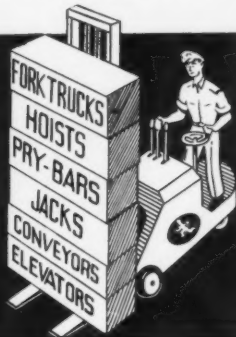
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- OPEN YARD STORAGE
- OFFICE & DISPLAY SPACE RENTAL
- INDIVIDUAL STORAGE ROOMS
- POOL CAR DISTRIBUTION
- EQUIPMENT • MERCHANDISE STORAGE

New Tax Collecting Job. John B. Dunlap has been named Commissioner of Internal Revenue by President Truman. Mr. Dunlap started his government career in 1933 as a deputy collector. He was chief internal revenue agent in Dallas until a month ago when he was called to Washington to direct a nationwide drive on criminal tax evaders. He had just put plans for the crime drive into effect when his nomination to the \$15,000-a-year post as commissioner was announced by the White House. Mr. Dunlap received a degree in business administration from Southern Methodist University in 1925, and except for five years' army duty during the war, has spent all his life in Dallas.



Heads Realtors. Lyn E. Davis, head of the Lyn Davis Agency at 3009 North Henderson Street, has been elected president of the Dallas Real Estate Board. Other officers elected were Henry S. Miller, Jr., of Henry S. Miller Co., first vice president; L. Storey Stemmons, vice president and general manager of Industrial Properties Corp., second vice president; and W. C. (Dub) Miller, of Bolanz & Bolanz, secretary-treasurer.



Insurance Board Chairman. W. Orville Childress has been elected chairman of the board of directors of American Investors Life Insurance Company. Mr. Childress entered the insurance field in 1928 as a special representative for the American National Insurance Company of Galveston, and has since been connected with Gulf State Life Insurance Company, South Coast Life Insurance Company, Republic National Life Insurance Company, and Rural Life Insurance Company. He became vice president and director of agencies with Republic Life in 1947, and resigned this post to join American Investors Life.

ROBERT DEDMAN, Dallas attorney, is president of the newly organized Facts Forum, a group which will stress better citizenship through knowledge of public affairs.

WHILE DALLAS SLEEPS

Night after night—while Dallas sleeps—Red Ball's trucks are leaving Dallas transporting life's essentials "everything you eat, wear and use" to more than 400 cities and towns—linking Dallas with the Panhandle as well as Texas port cities—with West Texas, East Texas and Louisiana—providing outlets to the great Northwest and reliable connections to all parts of the Nation.

Growing with Dallas and the Southwest, we are dedicated to the task of providing the very best and most economical transportation service possible to the shippers and receivers of freight in this great metropolitan center.

RED BALL MOTOR FREIGHT, INC.

Henry E. English
Chairman of the Board

O. B. English
President

General Office PR-4261

Dallas Freight Terminal PR-3535



IN DALLAS *Last Month*



Jaycees Choose President and Man of the Year. Cullum Thompson (left) and George Cook inspect the two-pen desk set which was awarded to Mr. Cook last month, along with the title of "Jaycee of the Year." Mr. Thompson is the newly installed president of the Dallas Junior Chamber of Commerce.



Joins O.P.S. Staff. Ben Bradford has been selected to head the Dallas District Office of Price Stabilization's public information office. Before joining the O.P.S., Mr. Bradford was a member of The Dallas Morning News city staff for seven years. Prior to this, he served on the Dallas Times Herald city staff for two and a half years.

D. W. HENKE, president of Merla Tool Corporation of Dallas, has been appointed to the National Association of Manufacturers Employee Benefits Committee.



AN OUTSTANDING EXAMPLE

The creation of your office as you envision it is the aim of STEWART OFFICE SUPPLY COMPANY. An outstanding example, the office of Mr. R. S. Bell, vice-president of Wyatt Food Stores, features rich, golden tones of beautiful, walnut furniture complimented by four gold colored leather chairs. The decorator's contrast-of-color centralizes attention with a swivel chair of red leather in front of soft red and gray drapes. To fit the office requirements, STEWART'S had the walnut table redesigned. The decoration of this office, in design, color and beauty of furniture, tells the visitor a complete story of a quiet, well-managed office.



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WHEN YOU WANT SERVICE AND QUALITY



Quality Lumber
AND BUILDING MATERIALS
 BIG MILL—KILN DRIED—GRADE MARKED
YELLOW PINE
 FIR DIMENSIONS — SPECIAL ORDERS
 INSULATING MATERIALS — WALL BOARDS
 MINNESOTA PAINTS — BUILDERS' HARDWARE

Call **EL-3701** **Brewington LUMBER CO.**
 2505 HAWES (at Maple)



Assistant to President. Warren Leslie, Dallas newspaperman, has been named assistant to Stanley Marcus, president of Neiman-Marcus Company. As a reporter for the Dallas Morning News for the past four years, Mr. Leslie received the Sigma Delta Chi award for the best news story of 1950. Before joining the Dallas News staff, he was a writer for the Jinx Falkenburg-Tex McCrary radio show, National Broadcasting Company, New York. He will assist Mr. Marcus in administrative details attendant to the current Neiman-Marcus \$4,000,000 expansion program.



Heads Texas CPAs. Curtis H. Cadenhead has been elected president of the Texas Society of Certified Public Accountants. Mr. Cadenhead has served as first vice president, as director, and as chairman of various committees of the Texas Society of CPAs, as chairman of the Dallas Chapter of CPAs, and as vice president and director of the Dallas Estate Council. He is a member of the American Institute of Accountants, the Texas Society of Certified Public Accountants, the National Association of Cost Accountants, and the American Accounting Association.

The wise old owl says:



"Fear is the child of Unknown — and the brother of Unprepared."

Don't allow the future to be a source of constant worry. Face the future once, prepare for it and the present will grow continually brighter. Your Southland Life Representative can give expert and experienced counsel in all phases of insurance that will benefit you.

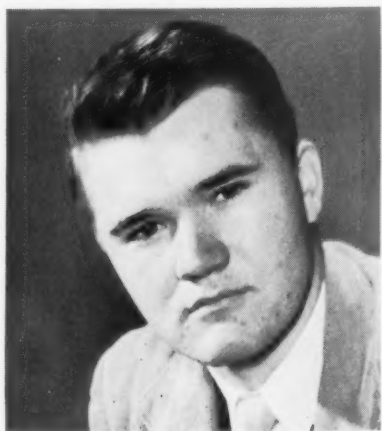
Your **SOUTHLAND LIFE** Representative is expertly trained to provide wise counsel on all phases of insurance.

Southland Life
 INSURANCE COMPANY
 W. C. McCORD, President Home Office, DALLAS
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Elected Bank Director. W. W. Lynch, president and general manager of the Texas Power and Light Company, has been elected a director of the Republic National Bank. Active in civic affairs, he is a director of the Community Chest, vice chairman of the Budget Committee and director of the Family Service Group, a councilor of the Texas A. & M. Research Foundation, and director and past president of the Salvation Army Advisory Board. Mr. Lynch also is a former director of the National Association of Manufacturers and East Texas Chamber of Commerce, former president of the Dallas Electric Club, and a director and member of the Executive Committee of the Texas Employers Insurance Association.



Joins Printing Firm. Robert Carl has joined the sales-promotion staff of the William S. Henson Co. Mr. Carl, who has been with the public relations department of Republic National Bank, recently handled the promotion and publicity for the grand opening of the new Casa Vale Merchant center. He is a member of the Dallas Advertising League, American Institute of Banking, Junior Chamber of Commerce, and the Highland Park Methodist Church.

DALLAS • JULY, 1951

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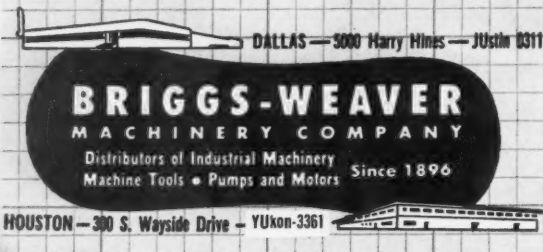


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From thousands of manufacturers' lines, Briggs-Weaver carefully selects those products that give plus value... only 53 years experience has taught us it pays!



Oil Company Executive. Fred H. Moore has been appointed assistant to J. L. Latimer, president of Magnolia Petroleum Company. Mr. Moore was graduated from Texas Technological College in Lubbock, received his master's degree in geology from the University of Virginia, and did two years' graduate work in geology at Yale University. He joined the Magnolia organization in 1935 as a field geologist in Oklahoma, and came to Dallas in 1949 as staff geologist. Mr. Moore is a fellow of the Geological Society of America, and a member of the American Association of Petroleum Geologists, American Geophysical Union, and the Texas Academy of Science.



Salvation Army Director. Captain Ernest Holz has been named state youth director for the Salvation Army in Texas. Captain Holz was promoted from state financial secretary, an appointment which he had held since coming to Dallas in 1947. His new duties will include the direction of all Salvation Army youth activities throughout the state, including gymnasium and community center programs in Dallas, Houston, Austin, Corpus Christi, and Beaumont, and activities in 26 other Texas cities. Captain Holz is a member of the Texas State Conference of Social Work, and is active in Dallas Community Chest campaigns.

DALLAS • JULY, 1951



New Vice President. R. McRee Davis assumed his new duties this month as executive vice president of the State National Bank of Garland. Mr. Davis has been a director of the State National Bank for two years, and was formerly vice president and manager of the bond department of the Texas Bank and Trust Company. He attended Southern Methodist University and is a graduate of Washington and Lee University, and he is a member of the Christian Church and the Dallas Athletic Club.

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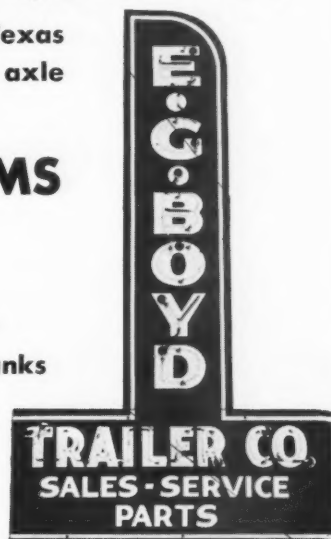
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Food Firm Moves. The regional offices of Atlantis Sales Corporation have been moved to Dallas from Houston, and Cecil A. Ray, left, is new regional manager. Clint W. Peters, right, a salesman for Atlantis in the Dallas territory since 1940, was promoted to Dallas division manager, succeeding Mr. Ray. Atlantis, with headquarters in Rochester, N. Y., is the selling organization of the R. T. French Company, manufacturer of mustard, spices, and other food products.



New Division Manager. James M. Hanks (right), Detroit, Mich., has been named southwestern division service manager of the Fruehauf Trailer Company, with headquarters at Dallas. Ralph Houston (left) has been promoted to sales manager of the Dallas sales and service branch of the Fruehauf company. Mr. Hanks will supervise operations of company-owned branches at Dallas, Houston, Amarillo, San Antonio, Oklahoma City, Tulsa, and Shreveport.

Recently named to three-year terms on the Dallas Art Association Board of Trustees were MRS. T. E. BRANIFF, DR. JOHN CHAPMAN, LEON A. HARRIS, JR., JUDGE SARAH T. HUGHES, J. O. LAMBERT, JR., S. I. MUNGER, III, J. WOODALL RODGERS, SUMMERFIELD ROBERTS, and FRED MAYER.

STANLEY MARCUS, president of Neiman-Marcus Company, and E. L. BURKS, owner of the E. L. Burks Five Cents to Five Dollar Store, have been named to a retail industry advisory committee for the Office of Price Stabilization.

JOHN M. ORDEMAN is in charge of the new Dallas branch office of the Sun Ray Fluorescent Company.

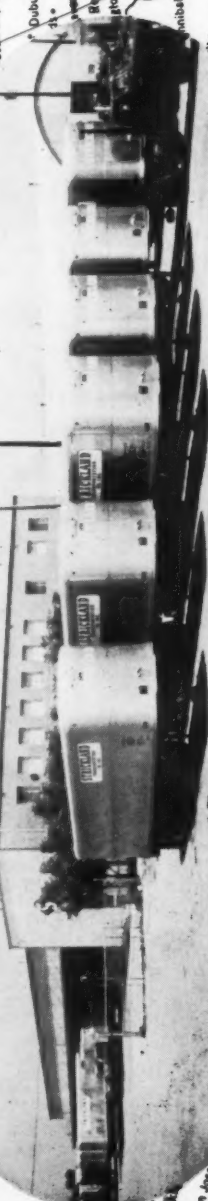
MISS MARIE McCUTCHEON, Dallas attorney, has been elected third vice president of the Texas Federation of Business and Professional Womens Clubs.

ARTHUR L. KRAMER, JR., has been elected president of the Dallas Grand Opera Association. DR. UMPHREY LEE, GEN. ROBERT J. SMITH, BAL-LARD BURGHER, and J. O. LAMBERT, JR., have been named as new directors of the association.

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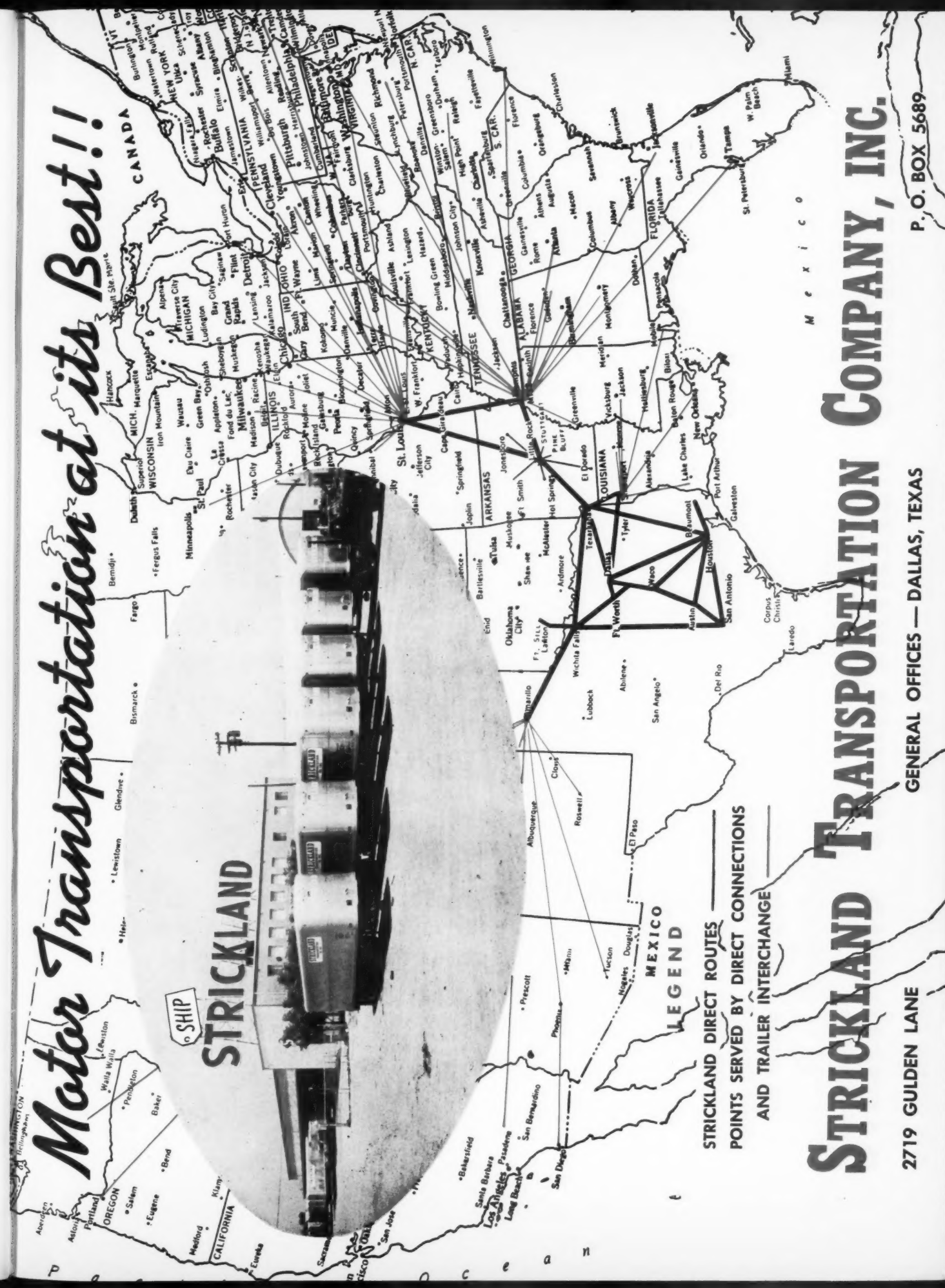
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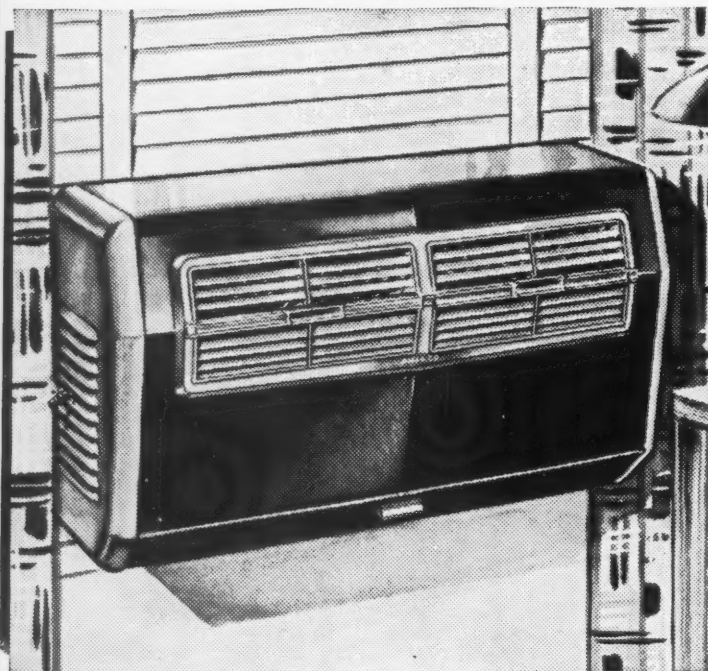
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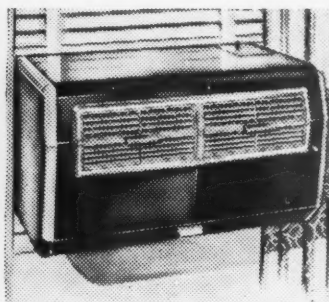
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Cools and dehumidifies rooms up to 250 sq. ft. in floor area with 9 ft. ceilings. $\frac{1}{2}$ H.P. hermetic motor-compressor, backed by 5 year warranty. Attractive two-tone tan cabinet. Also available in ivory (Model 50-GL). Extends only $11\frac{11}{16}$ " into room. Easily installed.

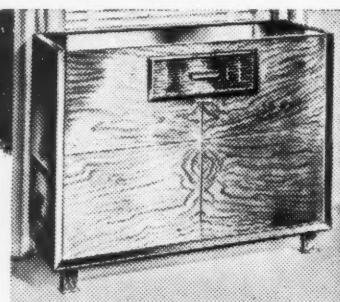
\$349⁹⁵*



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Supplies plenty of cool, dry air for rooms up to 430 sq. ft. in floor area with 9 ft. ceilings. $\frac{3}{4}$ H.P. hermetic motor-compressor, backed by 5 year warranty. Smart two-tone tan cabinet. Also available in ivory (Model 75-GL). Extends only $19\frac{1}{2}$ " into room. Easily installed.

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Greater cooling capacity for large rooms . . . up to 550 sq. ft. in floor area with 9 ft. ceilings. Powerful one H.P. hermetic motor-compressor, backed by 5 year warranty. Magnificent walnut finished cabinet extends only $22\frac{3}{4}$ " into room. Easily installed.

\$705⁰⁰*

*Prices Shown Are Suggested Retail Prices Only.

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Appointed Chairman. Dr. G. E. Brereton has been appointed to the newly created State Board for Vocational Nurse Examiners, and will serve as temporary chairman to organize the board. Dr. Brereton was a representative from the Texas Medical Association to the committee which worked out the details of the law creating the new board. He is a past president of the Dallas County Medical Society, a past chairman of the Dallas Health Council, a fellow of the Dallas Southern Clinical Society and of the American College of Physicians, and a member of the American Medical Association and of the Southern Medical Association. He received his medical degree from Rush Medical School, Chicago.

GROVER C. PAGE, of the Federal Reserve Bank of Dallas, has been appointed to the staff of field examiners who inspect the nation's 12 Federal Reserve banks and their branches.

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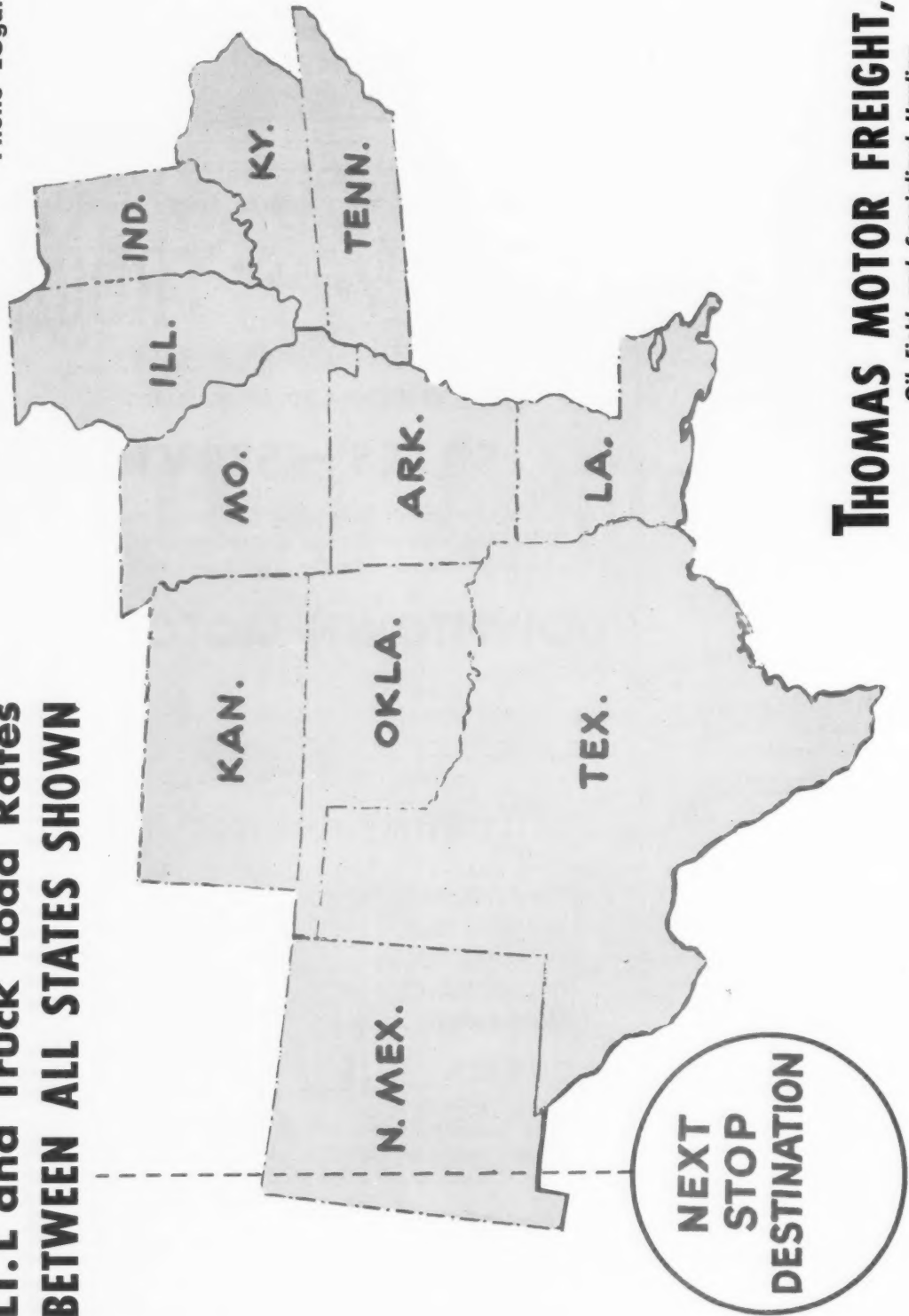
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Bank Promotes Officials. W. E. Ensen (left) has been promoted to the newly created position of assistant vice president of Fair Park National Bank. He has been assistant cashier since the bank's opening in February, 1947. Robert Raphael (right), who has been with the bank three years, was elected assistant cashier.

New Members

(Continued from Page 41)

Company, 318 Cadiz; P. W. Eichelberger; frozen poultry.

J. Gordon Turnbull, Inc., 820 Mercantile Bank Building; D. H. McAnally; consulting engineer.

Tynes and Burch, 1106-A Main; Jack Tynes; real estate.

Bozeman Brothers, Inc., 8625 Hillcrest; B. O. Bozeman; real estate.

Securities Investment Corporation, 1010 Fidelity Building; M. C. Yates; securities.

L. C. Smith and Corona, 1726 Canton; H. F. Willerford; typewriters.

Chaiken Manufacturing, 703½ Elm; Norman Chaiken; manufacturers dresses and sportswear.

H. C. Riedel, 720 Texas Bank Building; oil properties.

Mrs. Northcutt's Shops, 5510 West Lovers Lane; Mrs. C. W. Northcutt; ladies specialty shop.

Ad-Ver-Tis-Er, 211 Cotton Exchange Building; Henry C. Cortes, Jr.; outdoor advertising.

American Grille & Screen Works, 2434 South Harwood; C. R. Harrison.

Town and Country Restaurant, 2016 Commerce; Nick DeGeorge.

Shearson, Hammill and Company, Mercantile Securities Building; S. E. Case.

Falcon Manufacturing Company, Inc., 148 Fordyce; George A. McNeff and J. D. McNeff; furniture manufacturing.

Jim Beck Advertising Agency and Recording Company, 1101 Ross Avenue; James A. Beck.

A and A Fence Company, 1211 Hall; A. C. Green; galvanized fences.

United Waste Material Company, 301 North Walton; Sol Levine; paper and rags.

Charlie Jones Tire Service, 3304 Swiss; Charlie Jones.

Don Valentine Tire Service, 1209 Ross Avenue; Don Valentine.

The Guyer Company, 506 Griffin; Ray D. Guyer; cooling towers, sales and service.

Willmark Service System, Inc., 602 Irwin-Keasler Building; S. J. Gordon; shopping investigation.

The A and B Bag Company, 2300 Latimer; A. M. Wiesner; textile bag dealer.

United States Envelope Company, 10700 Harry Hines Boulevard; Evert M.

Anderson, Gilbert L. Packer and Richard E. Sitzler.

Indian Sales Company, 2723 Main; J. W. Parker; motorcycle dealership.

Eugene Polk Company, 2919 Canton; C. W. Churchill; parts rebuilders.

Mason Realty Company, 5921 Preston Road; Fred M. Misko; real estate.

Photo Associates, 3303 Oak Lawn; Sylvan Garonzik.

Turco Products, Inc., 301 North Market; J. P. Bell, Fred S. Wyatt; industrial cleaning compounds.

R. H. Humphries Egg Company, 1221 Forest Avenue Road; K. H. Humphries.

Robert A. Johnston Chocolate Company, 2743 South Llewellyn; Jesse James.

Ernest W. Wright, 1630 M and W Tower Building; personal.

Nob Walter Baker Hotel Garage, 1410 Jackson; W. E. Walter.

William J. Bond, 1406 M and W Tower Building; Don G. Abel.

Texas Pump and Supply Company, 500 South Industrial; W. B. Struble; pumping distributors.

Sheinberg Manufacturing Company, 1103½ Commerce; M. Sheinberg; sportswear manufacturing.

Associated Sales, Inc., 2020 Live Oak; V. M. McCarthy; battery distributors.

Professional Pharmacy, 1901 Live Oak; Charles M. Massenburg; drugs.

Jumbo Drive-In No. 1, 912 North Haskell; Clarence Pinter.

Boxet Company, 2503 Pacific; Emory R. L. Crump; printing and planographing.

John Jenkins, 8123 Chadbourne Road; personal.

Cowan's 5c to \$5.00 Store, 18 Highland Park Shopping Village; J. M. Cowan; retail variety store.

Criss-Cross Auxiliary, 4927 Mission; S. J. Kennemer; cross reference service.

Munves Fashions, Inc., 112 South Lamar; Herbert Wincorn; women's dresses, wholesale.

Dallas Handbag Company, 1005 Commerce; Earl Morchower.

Snap Shots, Inc., 1507 Sullivan Drive; Paul K. Herson; photo finishers.

Ford's Corner, 11405 Hines Boulevard; Jesse G. Ford; drugs.

J. C. Oliver Variety Store, 1908 Skillman; J. C. Oliver.

Dunne's Fried Chicken, 5706 Lovers Lane; Forest Dunlap.

Corenbleth, Thuss and Jaffe, 421 Republic Bank Building; Emil Corenbleth; Andrew Thuss, Jr., Morris Jaffe.



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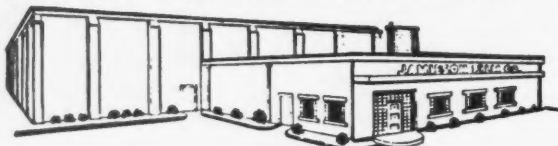
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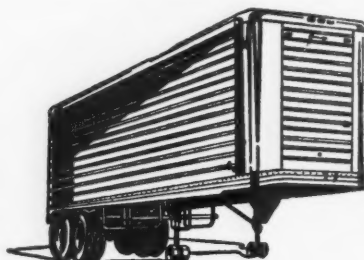
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Elected Bank Executive. Mitch Gray Gilbert has been elected vice president of the Empire State Bank. A graduate of Southern Methodist University and the Harvard University School of Business Administration, Mr. Gilbert formerly was assistant vice president of Texas Bank & Trust Company. He also has worked for Geophysical Service, Inc., and North American Aviation, Inc.



Elected Bank Director. Lawrence S. Pollock, president and general manager of the Pollock Paper Corporation, has been elected a director of the Republic National Bank. Mr. Pollock is president of the Dallas Symphony Society; vice president and director of the Texas Children's Hospital; director and past president of the Dallas Community Chest; director, Jewish Welfare Federation of Dallas, and Dallas Crime Commission; member-at-large, Circle 10, Boy Scouts of America; and has served as a director of Dallas County Chapter of the American Red Cross and Dallas Chamber of Commerce. He is president of the Pollock Realty Corporation and Texas Paper Company.

W. T. STOGNER has been elected president of the Dallas chapter of the Texas Society of Accountants. L. A. BUSBY is vice president, and SAM A. WALDEN is secretary-treasurer.

DALLAS • JULY, 1951



Mortgage Bankers President. M. J. Mittenthal was recently installed as president of the Mortgage Bankers Association. Mr. Mittenthal is president-treasurer of N. E. Mittenthal & Son, Inc.

Moore Business Forms, Inc., has appointed SHELTON S. WITT Dallas district manager. He succeeds M. B. HUDSON, who has been named zone manager.

The Dallas chapter of Certified Public Accountants has endorsed MOORE LYNN for appointment to a new term as county auditor.

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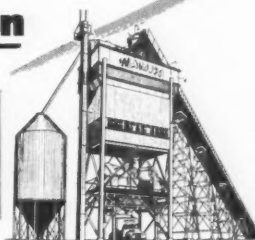
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Twenty-two years of vital service—22 years of intimate, friendly association... is a history in which we take pride. It shows that Greyhound truly shares in the life and interests of the people it serves.

GREYHOUND

New Highways

(Continued from Page 19)

is an old road, pounded and banged, and overloaded through the years. Some asphalt resurfacing is under way, but that won't cure the sore spot. Route 80, according to the Texas Highway Planning Survey (see map) handles about 1,540 commercial vehicles a day. The wheel loads of these vehicles average more than 12,000 pounds each. Route 80 ranks only eighth in the number of commercial vehicles and seventh in total traffic it handles of the major roads to and from Dallas. But add 500 to 1,000 commercial vehicles that pour on the highway beyond Mesquite and you see that Route 80 ranks among the top three highways in importance.

What about Route 75? Heading south it is the big road to Houston. But how big? From the Trinity River to Hutchins, about eight miles south of the city limits, it is a beautiful road—four to six lanes wide and well surfaced. But from Hutchins all the way to Ennis the Dallas-Houston highway is a congested, overloaded road 20 feet wide. Beyond Ennis Route 75 expands for the most part to 24 feet. Route 75 north to McAlester, Okla., and, eventually, Chicago, gets a stern indictment from a state engineer. He reports that "parts of the highway immediately north of the city are in worse shape than Route 80." It is mostly a 20-foot road, thoroughly overburdened. All three of these "worst highways" carry a good percentage of heavy commercial traffic. For every three or four cars on Route 75, both north and south, there is a commercial vehicle.

The greatest concentration of commercial traffic in proportion to the number of passenger vehicles is found on Route 114, the road connecting Dallas with the Texas Panhandle. On this road there is a truck for every two cars, approximately. Route 114, fortunately, is a 24-foot highway in good condition. It is one of four Dallas highways that can be labeled adequate. Route 114 has the added advantage of a relatively light wheel load average—only 8,000 pounds to 10,000 pounds, according to the Highway Department.

The other "adequate roads" are Routes 342 and 352, both strictly local roads, and Route 67 south. Route 352 takes traffic to Mesquite and then hooks north to Route 80 east. Route 342 handles traffic to Lancaster and then joins Route 77 south, the road to Austin. Route 77 south is a two-lane road until it becomes the four-lane Zangs Boulevard inside Dallas. It has a good flexible base and an

asphalt topping, but eventually will have to be a four-lane highway all the way to the state capital. Route 67 southeast goes to Brownwood and San Angelo. Like Route 77, it is two lanes wide, with good asphalt surface and a strong base.

Route 175 to Palestine, Lufkin, and Beaumont will enter the "adequate" class when a widening project is finished next summer. Near Dallas the highway will be four lanes. It will narrow to a 24-foot highway to Crandall in next-door Kaufman County. Route 175 handles a relatively high concentration of truck traffic, but the wheel load of this truck movement is a light 8,000 pound to 10,000 pound average.

The highways to Fort Worth—Routes 183 and 80—present the problems faced by most twin cities. Route 80, for instance, is a 40-foot, four-lane cement highway in good condition. In large sections around Grand Prairie it is even six lanes wide. But truckers and motorists traveling the road are hampered by the traffic of several small towns along the route. Eventually, the straight non-stop, city-to-city traffic must be taken by an expressway. Route 183, when widened to four lanes all the way to Dallas, will also help dam the flood of Dallas-Fort Worth traffic.

Highway improvement, from the long-haul trucking viewpoint, is a problem not so much on the city level as on a state and national plane. But a metropolis such as Dallas can do a lot to make sure highways in its immediate vicinity are equipped to handle present-day traffic loads.

How is Dallas doing in this department? Says D. C. Greer, State Highway Engineer: "The development of the ar-

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annahill says: "It PAYS to be . . .

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ANY OTHER SERVICES

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DIRECT-BY-MAIL

ALL TYPE IN THIS AD SET IN OUR OWN SHOP AT LOW COST.

terial highways centered on Dallas has been as rapid, and in some cases, even more rapid than that of other major Texas cities."

Mr. Greer reports that Texas contracted for more miles of new highway—6,494 miles of it—than any other state in the first 11 months of 1950. The second state, North Carolina, was almost 2,000 miles behind. In the last 12 months, he says, Texas has spent \$27,937,780 for maintenance and \$89,692,204, for construction, making it obvious the state is not standing pat on its highway network. Because of Texas' size, it naturally has more non-city mileage—196,265 miles—than any other state. But what might not be so obvious, Bureau of Public Roads reports indicate that Texas now leads the nation in the number of private and commercial trucks and truck-tractors. In 1950, Texas registered 610,777 such vehicles, closely trailing California by less than 5,000 vehicles. Texas registrations showed a boost of 75,000 units, or some 30,000 more than California. If that increase continued, says Mr. Greer, Texas seized first place in March of this year.

All these trucks traveling on all these highways must have a starting point and destination. Very often, Dallas captures one of these labels. How to handle this

COVERING THE GREAT SOUTHWEST WITH DEPENDABLE DAILY SCHEDULES



SUNSET MOTOR LINES

GENERAL OFFICES—SAN ANGELO, TEXAS

DALLAS OFFICE—1514 COCKRELL—PHONE RI-3181

traffic and the necessary loading and unloading is a problem constantly before Dallas city planners, traffic engineers, and the private trucking industry. The industry must take and is taking the major steps. Transfer docks are sprouting up along the city's outer industrial developments to cut freight loads to a size small enough for downtown unloading. New industrial buildings are being equipped with off-street loading docks. Dallas is beset with special problems, says City Traffic Engineer Lloyd Braff, because it has expanded from 46 square miles to 130 square miles in five years. During this fantastic growth, the city had to channel most of its funds to water and sewage. Now city streets are due for top-rung study.

The city has some outstanding streets—Hines Boulevard, Zangs Boulevard, and Live Oak to name a few—but it also has some of the most crumbled sections of the Dallas traffic skeleton. Inwood Road and Lemmon Avenue, taking a lot of commercial traffic from Hines, are among the worst. In downtown Dallas, shippers and truckers are hampered because (1) Dallas has no back alleys for unloading, (2) few buildings have off street loading docks, and (3) little can be done to widen or change the downtown street system.

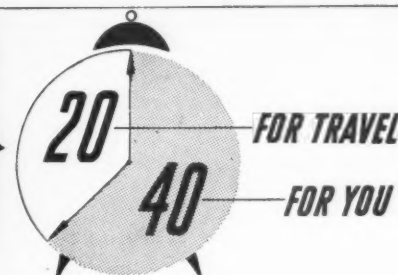
Traffic Engineer Braff says on-street loading and unloading on "rush hour streets" will have to be completely outlawed in the near future during morning and evening peak periods. Other downtown streets receive little rush hour traffic, but lots of shopper and pedestrian movement in the mid-hours of the day. Loading and unloading may have to be restricted to the early morning and late afternoon on these streets. In fact, says Mr. Braff, the time may come when all loading will have to be done at night. He also foresees the time when large semi-trailers will be banned entirely from downtown loading operations.

Reconstruction of major streets both in and between cities is a national problem. Many highways were built thirty years ago. Their average lifetime: thirty years. But, says Engineer Braff, a man not given to horn tooting, Dallas has the rebuilding job underway. The city and the state have a modern highway system on the boards and the execution of these plans already has begun.

Before long, predicted one trucking official, we'll be able to drag that skeleton out of the closet and hang it in the living room. Or, maybe, he said, we can set it right out on the front lawn.

DALLAS • JULY, 1951

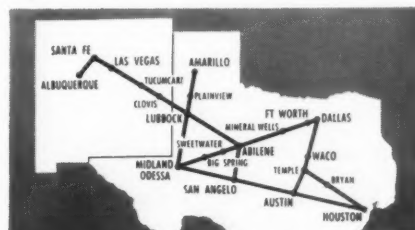
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TRAVEL TIME**



BONUS: 40 MINUTES SAVED FROM EACH TRAVEL HOUR!

On the ground, you would be one-third of the way to your destination at the same time that you arrive there by Pioneer. You actually save approximately 40 minutes out of every travel hour... when you fly Pioneer.

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information
and
reservations
call
DI-7527



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AIR LINES



IT'S A FACT!

There are more than 162,933 homes in Greater Dallas and this number is being increased every day!

...AND IT'S ALSO TRUE

Every one of these homes can, at one time or another, use one or more of the varied services offered by Dallas Transfer, which includes—local and long distance moving, household goods storage with special facilities for handling and storage of pianos, rugs, silver, packing and crating, light and heavy hauling. There are 76 years of "know how" behind every Dallas Transfer service!

● Established 1875

CALL RA-7111

**Dallas Transfer
AND TERMINAL
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



G. K. Weatherred, Pres.

C. E. Bradley, Vice-Pres.

R. M. Waskom, Sec'y-Treas.



Stove Firm Executives. Glenn Taylor (left), lecturer and writer on self-improvement, has been appointed director of human engineering at Dearborn Stove Co. Joe L. Wilkerson is new production manager for the company's Southwestern division.



Real Estate **INVESTMENTS**

OFFICE BUILDINGS
HOTELS — RANCHES
COMMERCIAL PROPERTIES



J. N. FISHER

Mercantile Bank Building — DALLAS — RI-4675

MARGARET SEDWICK of Dallas was elected advisory counselor of the Texas Chapter of the American Institute of Decorators at their annual spring meeting in Houston in June. She has served as president of the chapter for the past two years.



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GLOBE-WERNICKE office equipment
for its smart styling, efficiency, and
service. Phone us today!

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DORSEY BUILDING

DALLAS, TEXAS

Sterling 4511

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Real Estate**
Sales—Leases—Loans—Appraisals
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Realtors

Southland Life Building—Dallas—Phone RI-9171

**TRUCK RENTAL
SAVES YOU**

MONEY—WORRY—TIME

Baker Truck Rental, Inc.

1314 CADIZ

RI-6185

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

5157/PDN. **Mexico.** Monterrey firm has for export tankages of feed for chickens, hogs, hens, etc., to be sold in cake, heaps of grain, and in sacks.

5157/JA. **Peru.** Lima concern wishes to represent in their area American manufacturers of building machinery, machine tools, iron, iron bar, angles and platines, appliances for home and farm industries, etc.

5167/HRAF. **Nigeria.** Importer wishes to locate buyers in the Dallas area for cow and ox horns.

5157/AB. **Germany.** Rosenheim factory which produces measuring instruments and accessories for sewing machines wants to contact retailers who will sell their articles in this country.

5157/DP & D. **South Gate, California.** Firm wants to contact firms of combustion engineers for distribution of a high pressure spray oil burner with hydraulic regulation in this area.

5167/TDC. **El Salvador.** San Salvador concern wishes to represent manufacturers of hardware, machinery, tools, electrical equipment, and implements in the Central American area.

5157/ATC. **Colorado.** Denver import-export firm wants to secure outlets for Japanese goods, such as ager-ager, cultured pearls, imitation pearl necklaces, cigarette lighters, cameras, and mechanical toys.

5157/OTC. **Japan.** Tokyo importer wishes to contact firms interested in retailing binoculars, opera glasses, magnifiers, wooden salad bowls and nested service trays, rattan and bamboo products, and mirrors.

5157/SB. **Sweden.** Stockholm manufacturer wishes to contact importers of hammers, tongs, chisels, forging tools, bending machines, edging and folding machines, shearing machines, etc.

5157/FN. **Germany.** Homburgerstrasse concern would like to act as purchasing agent for importers or department stores for merchandise from Germany.

5157/FM. **Italy.** Milan manufacturer of gate valves and other plumbing supplies wishes to contact a representative who will sell their goods in this area.

DALLAS • JULY, 1951

CORPORATE STOCKS AND BONDS MUNICIPAL BONDS

Bought • Sold • Quoted

DALLAS UNION SECURITIES COMPANY

Founded 1920

DALLAS, TEXAS

FORT WORTH, TEXAS

502 DALLAS NATIONAL BANK BLDG. • 1002 CONTINENTAL LIFE BLDG.

TELEPHONE: RI-9021; LD 504; TELETYPE DL 390 • TELEPHONE ED-1248

Formerly DALLAS UNION TRUST COMPANY

Lufkin's All New REFRIGERATED VAN

Gives Satisfactory Performance
With Low Operating Costs

W. A. RHODES
FROZEN FOOD CONTRACT CARRIER
108 BUNYON STREET
HENDERSON, TEXAS

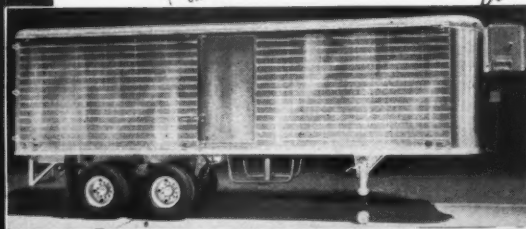
Lufkin Trailers
Lufkin, Texas

You will remember last December 1949, I took delivery on one of your new type aluminum Refrigerated Vans for hauling frozen foods between points in Texas and several eastern cities.

During the time between December 1949 and October 1950, I have driven my LUFKIN van upwards of 94,000 miles and am very happy to say that I am well pleased with its operation and low maintenance cost.

You may want to know that out of 94,000 miles traveled, I still have the original tires on the trailer and the treads are in such condition that I expect several thousand more miles before recapping.

Yours very truly,
W. A. Rhodes.
Rhodes



THERE'S A LUFKIN TRAILER FOR EVERY HAULING NEED. WRITE, PHONE OR WIRE OUR NEAREST BRANCH FOR BULLETINS.

LUFKIN TRAILERS

DIVISION OF

LUFKIN FOUNDRY & MACHINE CO. LUFKIN, TEXAS

LUFKIN Pho. LD-10 and 1587	HOUSTON 2815 Navigation Pho. AT-3407 and AT-6408	SAN ANTONIO 900 Magallanes Pho. D-0214	DALLAS 805 Ft. Worth Ave. Pho. K-3471	ODESSA P. O. Box 1425 Pho. 3482	OKLA. CITY 2721 S. Western Pho. 827776
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Makes you the master of your time
"One of America's great and trusted trademarks"
FRED L. HAYNES District Manager
Dictaphone Corporation
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R. O. LANE W. L. SYKES, JR. JIM E. TERRILL

"60 Years in Dallas"

J. W. LINDSLEY & CO.
Realtors

Our 60 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

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Employment Agency



PRESENTING DALLAS' FINEST EMPLOYMENT SERVICE

CALL ★ OFFICE
RI-3426 ★ SALES
★ TECHNICAL

Time Saved in Finding Right Employee
With a Minimum of Interviews
NO CHARGE TO EMPLOYER

EVANS

207-B PRATORIAN BUILDING
EMPLOYMENT SERVICE



YMCA Secretary. Gerald E. Larson assumed his duties as assistant general secretary of the Metropolitan YMCA of Dallas the first of July. Formerly holding the same position at the Atlanta, Ga., YMCA, Mr. Larson has also been associated with Y's in St. Paul, Minn., Minneapolis, and Sioux Falls, South Dakota.



Advertising Group Elects. Zack Bettis is the new president of Ernest Sharpe Alumni Chapter of Alpha Delta Sigma, advertising fraternity. A 1949 journalism graduate of the University of Missouri, Mr. Bettis spent one year in Dallas with KBTB Television, and is now director of continuity for Radio Station WFAA. Other officers are Al Carrol, vice president; Pat Batis, secretary-treasurer; and William Spencer and Philip Wolf, publicity chairmen.

FRED A. ERNST was recently appointed district sales manager for the Ediphone Division of Thomas A. Edison, Inc.

JACK E. O'RORKE was installed as president of the Dallas Cosmopolitan Club at an inaugural dinner dance at the Hotel Adolphus.

LOOSE LEAF COVERS • EDITION BINDING
"WIRE-O AND CERLOX PLASTIC BINDING"
Ask Us or Your Printer
AMERICAN BEAUTY COVER CO.
2002 North Field Street PR-0677 Dallas

Licensed
CUSTOMHOUSE BROKERS
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RA-7362
ST-1604



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and Delivery**

Servi-Car saves time and money for Dallas auto dealers and their customers. If you have a light delivery problem—we have your answer for fast, flexible, economical service. Call us or visit our show rooms.

**TOBIN'S
HARLEY-DAVIDSON CO.**
2815 Commerce ST-2556



Public Relations Assistant. Willard G. Goldsmith has been appointed assistant manager of the Public Relations Department of the Republic National Bank. A graduate of the University of Missouri, he has had wide experience in the advertising, publicity, and newspaper editorial fields, and during the past five years has been on the advertising and publicity staff of the California Bank, Los Angeles. Mr. Goldsmith is a member of the Masonic Lodge, American Legion, and was formerly secretary of the Southern California Bank Advertisers Association.



Oil Loan Manager. K. Marshall Fagin, petroleum engineer, has been appointed manager of the oil loan division in the Investment Department of Southwestern Life Insurance Company, Dallas. Mr. Fagin graduated from the University of Illinois in 1930. He came to Dallas in 1935 as assistant to the chief petroleum engineer of the Magnolia Petroleum Company. In 1945 he became editor of the drilling and production department of "Petroleum Engineer" magazine.

MILLARD J. HEATH has been elected to the executive committee of the Medical Society Executives Conference.

DALLAS • JULY, 1951

INDUSTRIAL LUMBER

Attention:

LUMBER BUYER

We carry large stocks of lumber suitable for

Order what you need . . . 1-inch, 2-inch, 4-inch. Yellow Pine, Oak, Gum, White Pine.

CRATING, MAINTENANCE, etc.

Also other building materials.

Prompt Delivery



Try Us



Call TA-5195

OLDHAM LUMBER COMPANY

(Formerly Oldham and Sumner Lumber Company)
927 SOUTH HASKELL AVENUE

Investment Bankers



DALLAS ★ TEXAS

PAINTABLE PERMANENT ACOUSTI-CELOTEX

TRADE MARK REGISTERED

U. S. PATENT OFFICE

STOP THAT NOISE . . . Acousti-Celotex, the famous perforated cane fibre tile, soaks up disturbing noise. It can be quickly and quietly applied without disturbing business routine and it can be repeatedly painted without losing its sound-absorbing qualities.

S. W. NICHOLS CO., INC.

DALLAS

TEnison 2166

HOUSTON

WE-9311

Advertisers in DALLAS find they not only sell goods and services—they sell their Company.

In these days of uncertainties and shortages smart advertisers know it is important to plan for business in years to come.

The last War proved the value of Institutional Advertising by the largest firms in the Nation—who SOLD their COMPANIES when they had nothing else to sell.

When your Advertising is part of the Dallas Story—you sell your Company to Key Executives who make the buying decisions—and read DALLAS every month of the year.

Business Magazine of America's
Number One Region of
Opportunity

ACME BUILDING MAINTENANCE COMPANY	57	MAIN OPTICAL COMPANY	35
ADLETA SHOW CASE AND FIXTURE MANUFACTURING COMPANY	44	SAM ROSS McELREATH COMPANY	64
Agency—Lannan and Sanders Advertising		McMATH-AXILROD CORPORATION	3
AHART VAN & STORAGE COMPANY	60	Agency—Ray Beall Advertising	
AMERICAN BEAUTY COVER COMPANY	66	MERCANTILE NATIONAL BANK	72
AMERICAN IRON & METALS, INC.	23	Agency—Ratcliffe Advertising Agency	
Agency—Gandy-Owens Advertising		METROPOLITAN BUILDING AND LOAN ASSOCIATION	26
ANCHOR EMPLOYMENT SERVICE	58	Agency—Ira E. Delernett Advertising Agency	
ANNAHILL LETTER SERVICE	62	HENRY S. MILLER COMPANY	64
ASHTON-RICHARDS COMPANY OF TEXAS	58	MISSOURI-KANSAS-TEXAS RAILROAD SYSTEM	23 and 64
BAKER TRUCK RENTAL, INC.	64	Agency—Winius-Brandon Company, St. Louis	
BAPTIST BOOK STORE	29	S. J. NADEL AND ASSOCIATES	52
BEARD & STONE ELECTRIC CO., INC.	42	S. W. NICHOLS COMPANY	67
Agency—Rominger Advertising Agency		OLDHAM LUMBER COMPANY	67
BENNETT PRINTING COMPANY	27	PARKER-HUETT AVIATION	22
Agency—J. B. Taylor, Inc., Advertising		Agency—William J. Springfield Advertising Agency	
BEST MOTOR LINES	26	PERRY ADVERTISING	55
T. J. BETTES COMPANY	34	PHILCO RADIO	54
Agency—Rominger Advertising Agency		PIONEER AIR LINES	63
HERMAN BLUM, CONSULTING ENGINEERS	45	Agency—Rogers and Smith Advertising Agency	
E. G. BOYD TRAILER COMPANY	51	POLLOCK PAPER CORPORATION	15
BREWINGTON LUMBER COMPANY	48	RAIL-MOTOR TRAFFIC SERVICE	44
BRIGGS-WEAVER MACHINERY COMPANY	50	RAILWAY EXPRESS AGENCY	66
Agency—J. B. Taylor, Inc., Advertising		RED BALL MOTOR FREIGHT, INC.	46
BUSINESS MUSIC, INC.	49	REPUBLIC NATIONAL BANK OF DALLAS	18
Agency—Rominger Advertising Agency		Agency—J. B. Taylor, Inc., Advertising	
CARRIER-BOCK COMPANY	28	DALLAS RUPE & SON	67
Agency—Laughlin-Wilson-Baxter & Persons, Advertising		Agency—J. B. Taylor, Inc., Advertising	
CARVER SOUND EQUIPMENT	44	SACKS EMPLOYMENT SERVICE	26
CENTRAL FORWARDING, INC.	51	SANTA FE TRAIL TRANSPORTATION COMPANY	29
Agency—Eldred J. Robinson, Advertising		F. H. SHERMAN	45
CHIEF FREIGHT LINES, INC.	32	SOUTHEN EXPRESS, INC.	26 and 51
CLARK & COURTS	61	Agency—Warren K. Bredlow Advertising Agency	
CLOUD EMPLOYMENT SERVICE	35	SOUTHERN TITLE & ABSTRACT COMPANY	51
CONSOLIDATED FORWARDING CO., INC.	45	SOUTHERN TRUST & MORTGAGE COMPANY	22
Agency—Bato-Hodgson-Newachner Advertising Agency, St. Louis		SOUTHWESTERN LIFE INSURANCE COMPANY	46
DALLAS EXTERMINATING COMPANY	61	Agency—Grant Advertising, Inc.	
DALLAS PIONEERS	4 and 69	SOUTHWESTERN BLUE PRINT COMPANY	66
DALLAS POWER & LIGHT COMPANY	38	SOUTHWESTERN GREYHOUND LINES, INC.	60
Agency—J. B. Taylor, Inc., Advertising		Agency—Beaumont and Hohman, Inc., Advertising	
DALLAS RAILWAY & TERMINAL COMPANY	39	SOUTHLAND LIFE INSURANCE COMPANY	48
Agency—Ayres Compton Associates, Advertising		Agency—Crook Advertising Agency	
DALLAS TRANSFER & TERMINAL WAREHOUSE COMPANY	63	STEWART OFFICE SUPPLY COMPANY	47
Agency—Winsett, Gidley and Darley		Agency—Grant Advertising, Inc.	
DALLAS UNION SECURITIES COMPANY	65	STRICKLAND TRANSPORTATION CO., INC.	53
Agency—Leche and Leche		SUNSET MOTOR LINES	62
DICTAPHONE CORPORATION	66	SYLVESTER'S DISPENSING OPTICIANS	32
DORSEY COMPANY	64	TEXAS BANK & TRUST COMPANY	41
DOWNTOWN MOTORS, INC.	55	Agency—Grant Advertising, Inc.	
EAST TEXAS MOTOR FREIGHT LINES	71	TEXAS BITULITHIC COMPANY	35
ELECTROTYPE SERVICE CORPORATION	66	Agency—R. I. Burke Advertising, Inc.	
EVANS EMPLOYMENT SERVICE	66	TEXAS DELIVERY SERVICE	45
S. I. EWING COMPANY	35	TEXAS EMPLOYERS' INSURANCE ASSOCIATION	36
FEATHERLITE CORPORATION	2	Agency—Ira E. Delernett Advertising Agency	
Agency—Mooney & Cullinan		TEXAS FREIGHT COMPANY	61
FIRST NATIONAL BANK IN DALLAS	6	TEXAS OFFICE FURNITURE COMPANY	32
Agency—Rogers and Smith Advertising Agency		Agency—Bitter Advertising Company	
J. N. FISHER	64	TEXAS REFRIGERATION & ENGINEERING COMPANY	45
FORD MOTOR COMPANY	14	TEXAS TRAFFIC BUREAU	35
Agency—J. Walter Thompson Company, Detroit		THOMAS MOTOR FREIGHT, INC.	56
FORREST AND COTTON, CONSULTING ENGINEERS	52	THOMAS OPTICAL COMPANY	49
GAYLORD CONTAINER CORPORATION	49	Agency—Dicklow Advertising Agency	
Agency—Oakleigh R. French and Associates, St. Louis		TOBIN'S HARLEY-DAVIDSON COMPANY	66
GROVES LUMBER COMPANY	50	TRAILMOBILE, INC.	24
SQUIRE HASKINS	5	Agency—Ruthraff & Ryan, Inc., Advertising, Chicago	
HINTON & LOCKE, INC.	51	TRINITY MOTOR TRUCK DIVISION— HILLIER-GEBAUER GMC TRUCK, INC.	57
HUDSON & HUDSON, REALTORS	23	Agency—Kudner Agency, Inc., Advertising, New York City	
HUMBLE OIL & REFINING COMPANY	31	UNITED PERSONNEL SERVICE	62
Agency—Wilkinson-Schivetz & Tipt, Inc., Advertising, Houston		VALLEY STEEL PRODUCTS COMPANY	44
HUNTER-HAYES COMPANY	61	VIKING FREIGHT COMPANY	55
INDUSTRIAL PROPERTIES CORPORATION	43	Agency—Oliver Life Advertising Agency, St. Louis	
Agency—John Peyton Dewey		WAMIX, INC.	59
INTERNATIONAL TRUCKS	70	Agency—J. B. Taylor, Inc., Advertising	
Agency—Young & Rubicam, Inc.		WIENER LUMBER COMPANY	58
JAMIESON FILM COMPANY	58	JAMES K. WILSON COMPANY	52
Agency—Ray Beall Advertising		CHARLES YEAGER, PUBLIC RELATIONS	46
KLIMIST STORE FIXTURE MANUFACTURING COMPANY	55	YELLOW TRANSIT, INC.	34
LANDAUER, GUERRERO AND SHAFER, CONSULTING ENGINEERS	50	Agency—Rogers and Smith Advertising Agency	
J. W. LINDSLEY & COMPANY, REALTORS	66		
LUFKIN TRAILERS	65		



Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 Padgett Bros.
Company
Leather Goods—
Wholesale and Retail

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

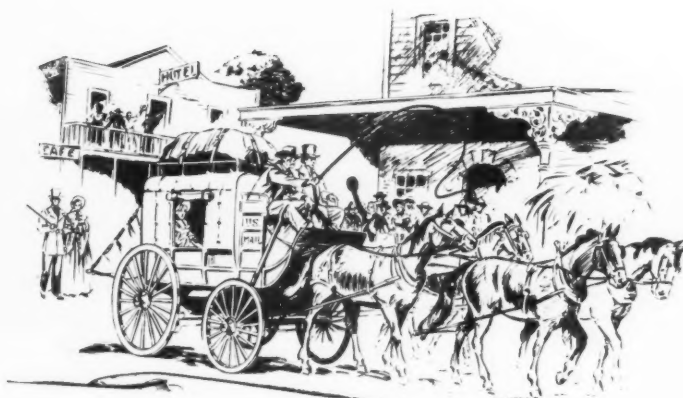
1876 Lyon-Gray Lumber
Company
Experienced Retailers of
Building Materials

1878 National Bank
of Commerce
Banking

1888 Sutton, Steele
& Steele, Inc.
Engineers and Manufacturers
Specific Gravity, Electrostatic,
and Centrifugal Separators

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 Watson
Company
Contractors and Builders



THE stage coach depicted in the above sketch* was a familiar feature of Dallas and North Texas transportation in the days before the coming of the railroads. The seventies marked a significant change in Texas transportation and in the up-and-coming railroad town of Sherman in 1876. Captain O. T. Lyon founded the Lyon-Gray Lumber Company, which progressed with North Texas and later moved its headquarters to Dallas. Representing old established contacts and famous names in building supplies, Lyon-Gray Lumber Company, with Jerome Crossman of Dallas as president, today operates an extensive wholesale and retail building material business with warehouses in Paris and Dallas and 22 line yards in Texas cities. Now being built in Oak Cliff is the newest modern yard of this pioneer company which this year celebrates its seventy-fifth anniversary.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1892 The Egar
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1904 T. A. Manning
& Sons
Insurance Managers
Fire—Casualty

1905 Smith's
Detective
And Nightwatch Service
Electrical Protective Service

1910 Red Bryan's
Smokehouse
Barbecued Meats

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

Now—Free **TRUCK SAVER** *Inspection*

First step of a complete
TRUCK SAVER plan



- Available to all International Truck owners
- No cost, no obligation for a 99-point checkup
- For a limited 3-month period ending September 30



How easily you can keep your Internationals operating at peak efficiency in an uncertain future may depend on what you do within the next 90 days.

If you take advantage of our Truck Saver Inspection, you'll be taking the first step toward putting your Internationals in shape for the "come what may" days ahead.

Since this inspection doesn't cost you a penny, you have everything to gain—nothing to lose. You can save dollars now and perhaps many more before the end of 1951.

So get ready now to keep your trucks on the job despite shortages. The sooner you get your free Truck Saver Inspection, the sooner you see practical reasons why you should take advantage of our complete International Truck Saver Plan.

Look what the complete International Truck Saver Plan offers

The complete International Truck Saver Plan has been developed by experts, after a thorough study of today's truck operating problems. It offers these benefits to International Truck operators:

- 1. Better performance** over a longer truck life: trucks are kept in shape to do the most efficient job possible until they can be replaced by new units.
- 2. Delays minimized** in getting new parts: by anticipating future requirements, the demand for needed parts can be accurately estimated.
- 3. Maintenance costs cut**, down time reduced: by preventing major breakdowns, a big saving is effected in both time and money.

4. Truck value maintained: trucks kept in the best possible condition are worth more when it's time for replacement.

Take advantage of the International Truck Saver Plan now

Get your free Truck Saver Inspection—find out from your International Truck Dealer or Branch how the plan can help keep your Internationals in top shape.

FACTORY BRANCH

1809 South Lamar Phone RA-3413

DALLAS

DEALERS EVERYWHERE

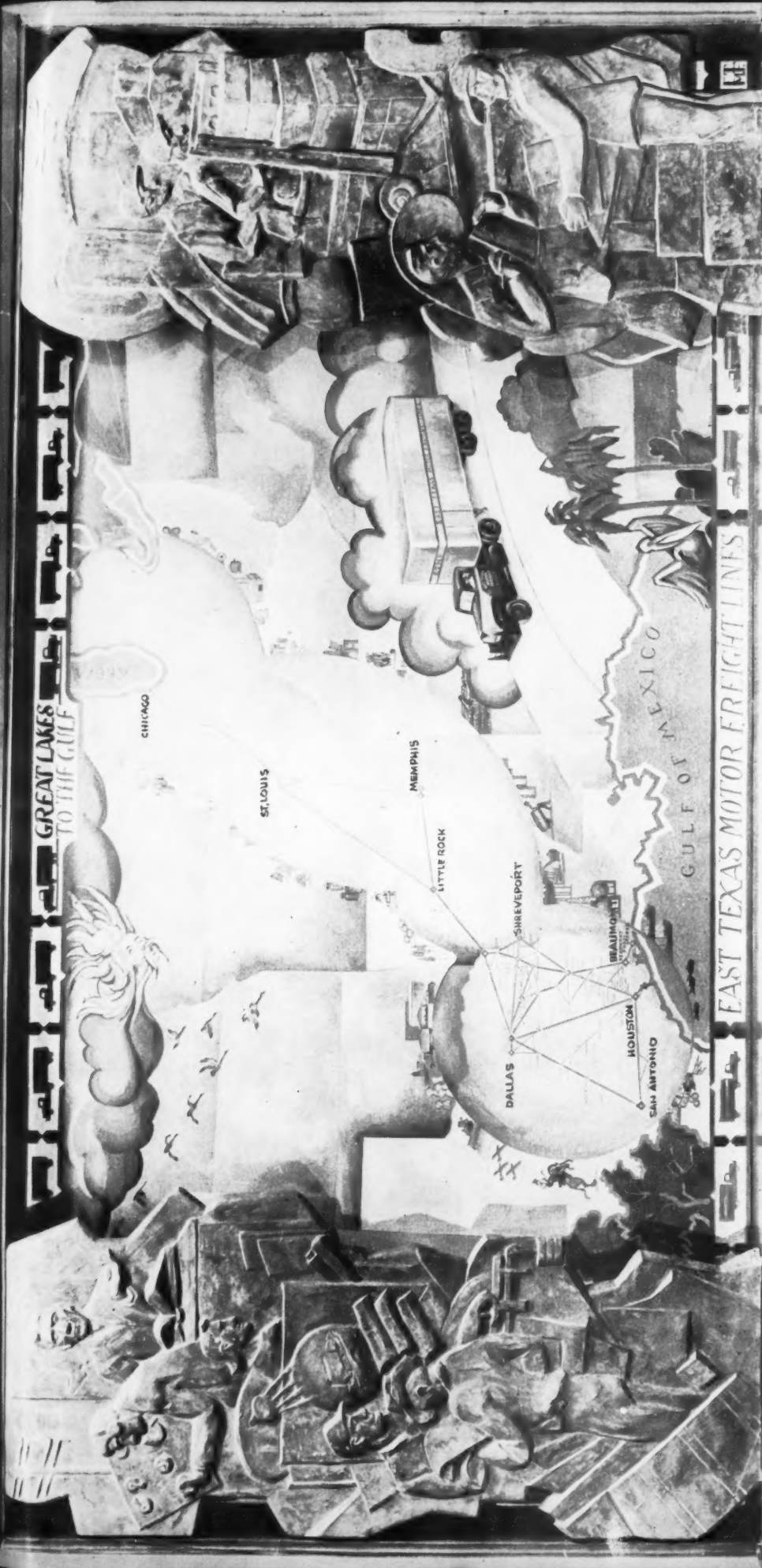
International Harvester Builds
McCormick Farm Equipment and Farmall
Tractors . . . Motor Trucks
Industrial Power . . . Refrigerators and Freezers

International Harvester Company • Chicago



INTERNATIONAL **TRUCKS**

Heavy-duty engineered for the long haul



CHICAGO
LITTLE ROCK
LONGVIEW
SAN ANTONIO

ST. LOUIS
FORT WORTH
LUFKIN

GENERAL OFFICE

DALLAS

UNION 4161 422 N. WALTON

MEMPHIS
TYLER
BEAUMONT
TEXARKANA
SHREVEPORT

HOT SPRINGS
HENDERSON
MARSHALL
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**"BOOST
YOUR
SELLING
TIME . . .**

with MERCANTILE DRIVE-IN-DEPOSITS"

Sam Tobin, owner of Tobin's Harley Davidson Company, 2815 Commerce Street, has been in business in Dallas just 60 days. But it didn't take him long to discover the time-saving convenience of Mercantile Drive-in-Deposits. He states: "In a business like mine when I go to the bank I must leave

one of our salesmen in the office. That cuts his selling time. Drive-in-Deposits actually save both the salesman and me at least 25 minutes apiece each day. I never leave my motorcycle...drive in on Commerce out on Main.... Why don't you try it?"



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